

DECEMBER 1958

The Inland and American

PRINTER AND

Combining Printing's Leading Publication

LITHOGRAPHER

The Inland Printer with American Printer and Lithographer

Cornay Builds New Plant For Specialty Labels

Offset Masking Techniques For Reflection Copy—II

International Printing Week Set For Jan. 11-17

Closed-Circuit TV in Offset Plant Watches Production

Plastic Printing Papers Require Care in Pressroom

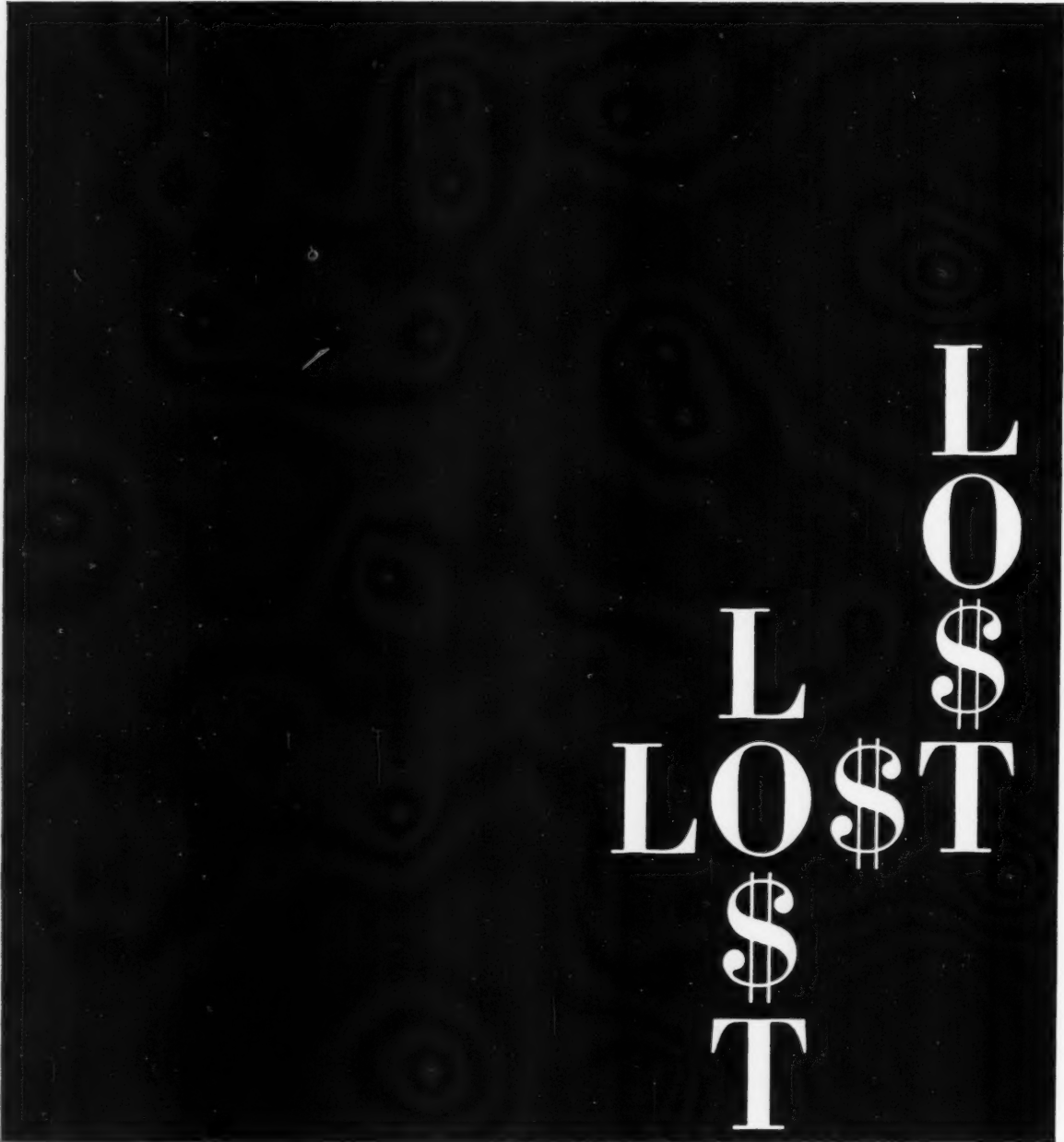
Cost Reduction Needed For More Profitable Offset Plant

Modern Sans Serif Types Are Printers' Workhorses

12

ANNUAL DIRECTORY ISSUE

*The Leading Publication
In The World Of
Offset-Letterpress
Printing*

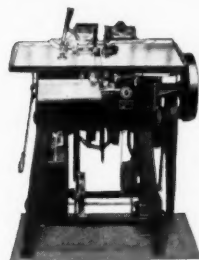


LOST LOST LOST

PROFITS ARE LOST FOREVER! And the profits you lose in outmoded, overloaded, or outworn linecasting equipment may be the very profits that would pay for a **new** Linotype! **NOW** is the time to ask yourself: Am I just "getting along" with my present equipment? Am I **already** paying for a new Linotype—in **lost profits . . .** and work that "**couldn't be done?**" Your Linotype Agency would be pleased to give you thorough and honest appraisal of your composing room, and how it may be modernized to deliver top efficiency for peak profits! Some plain talk about comfortable financing, too! Mergenthaler Linotype Company, 29 Ryerson Street, Brooklyn 5, N.Y.

• LINOTYPE •

LUDLOW BRIGHTYPE ELROD



The Ludlow (at the extreme left) produces slugline composition from 4 point to 96 point, also ruleforms. Advertising figures and alphabets up to 240 point are cast as individual characters lengthwise of the slug.



The Ludlow Universal Matrix Cabinet (shown in center above) accommodates all sizes of matrices, particularly large sizes, in normal case arrangement. Supplied either left or right-hand pull.



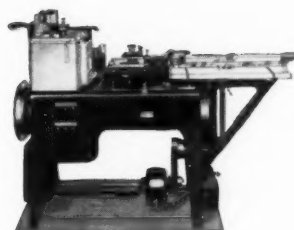
The Ludlow Standard Matrix Cabinet (shown at the left) meets most composing room requirements. Holds 20 cases; available in left or right-hand pull.



The Brightype (shown at left) method converts letterpress material into photographic images for offset, rotogravure or other printing. Uses present typesetting facilities and affords excellent reproduction.



The Ludlow Supersurfacers (shown at the left) facilitates high-quality printing on any paper stock, reducing press make-ready. It trims a micrometric skin-cut from the face as it is fed through.



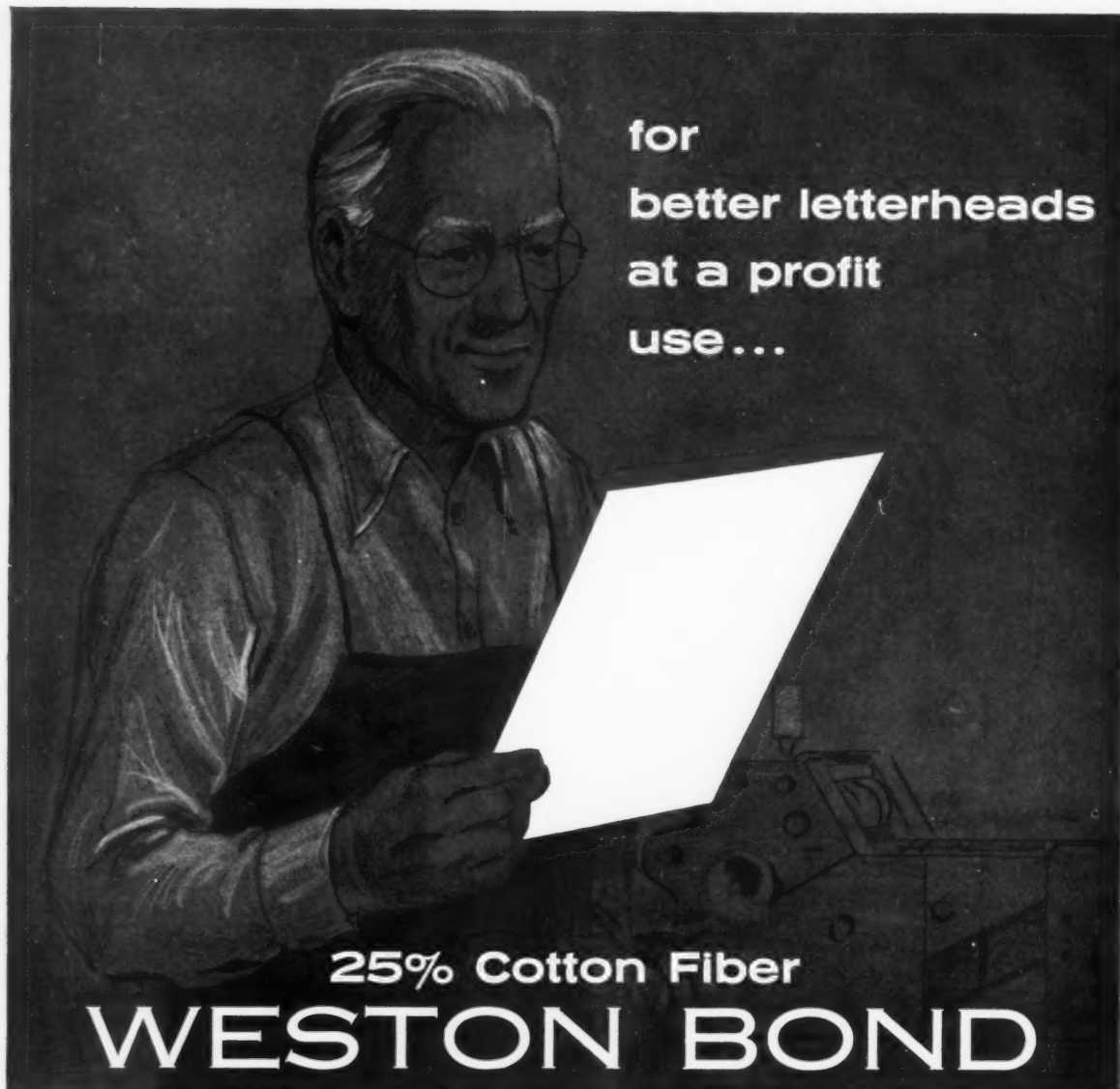
The Ludlow Shell-Hi Slug Shear (shown at the left) shears the Ludlow shank from the slug-head, converting it to a one-line plate for use with shell-cast stereotypes, and for corrections and additions.



The Elrod (shown at the bottom left) produces leads, slugs, rule and base material ranging in size from 1 point to 36 points. Elrod material is of uniformly high quality. Available with electric or gas crucible.

Ludlow Typograph Company 2032 Clybourn Avenue, Chicago 14

Set in members of the Ludlow Tempo family



for
better letterheads
at a profit
use...

25% Cotton Fiber
WESTON BOND



You and your customers gain when you run letterheads on WESTON BOND.

You get a bond that performs brilliantly on the press — takes letterpress, offset or die stamp engraving in an easy, effortless way that means more profit at the end of the run.

Your customers get all the desirable qualities of a cotton fiber bond . . . whiteness, brightness, opacity, texture, impressiveness . . . plus performance in the office and in the mail that brings them back for more.

Make WESTON BOND your standard 25% cotton fiber bond for letterheads. Available in white, five colors, white opaque, white litho finish, in typewriter cut sizes in junior cartons and envelopes to match. Order a carton today.



BYRON WESTON COMPANY

Makers of Fine Papers for Business Records Since 1863

DALTON, MASSACHUSETTS

COTTON FIBER BONDS • LEDGERS • MACHINE POSTING LEDGERS • INDEX BRISTOLS • SPECIALTIES

The Inland and American PRINTER and LITHOGRAPHER



THE LEADING PUBLICATION IN THE WORLD OF OFFSET-LETTERPRESS PRINTING

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Front Cover design by LeRoy Barfuss, Houston, Texas

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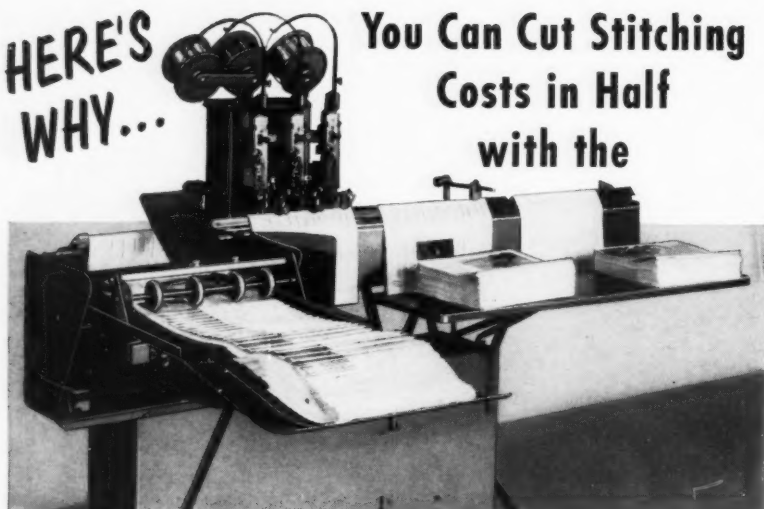
Associated Business Papers

Audit Bureau of Circulations



HERE'S
WHY...

You Can Cut Stitching
Costs in Half
with the



Rosback AUTO-STITCHER

Hundreds of Rosback Auto-Stitcher users have proved that this machine is one of the greatest time-and-money savers ever installed in printing plant or bindery. As compared to hand-stitching, the Auto-Stitcher cuts saddle-stitching costs as much as 50%. Yet the equipment is so low in price that even the smallest plant can profit from it.

The basic Auto-Stitcher is the two-head machine with slide stacker delivery. This basic equipment provides automatic stitching at a minimum investment for the plant having short runs and only a few stitching jobs.

Accessory equipment may be purchased in the beginning or added in the future to increase the range of usefulness of the machine so that it will meet production requirements of printing plant or bindery of any size. (See list of accessories in right hand column.)

Completely equipped the Auto-Stitcher provides about the same pro-

duction capacity as a gang stitcher on jobs within its range. The Auto-Stitcher, however, requires much less floor space and sells at less than half the price of any gang stitcher. Where gang stitchers are now used, the Auto-Stitcher also pays its way because it saves tying up more costly equipment on small runs and one, two or three signature jobs.

Don't overlook the cost savings of the Rosback Auto-Stitcher. Ask your dealer or write us for full details.

SEVEN PROFIT-MAKING ACCESSORY ATTACHMENTS

1. Continuous Belt Delivery
2. Second Feeding Station
3. Back Feeding Table
4. Stagger Stitch Attachment
5. Third Stitcher Head Attachment
6. Small Booklet Hold-down
7. Automatic Counter

The Auto-Stitcher is fully protected by patent and patents pending.

F. P. ROSBACK COMPANY • Benton Harbor, Mich.

WORLD'S LARGEST MANUFACTURERS OF PERFORATORS,
GANG STITCHERS AND PAPER PUNCHING MACHINES

LETTERS TO THE EDITOR

Case Against "Upper Case"

Compliments on the ever-better quality of the *IP*. Years back it was the only decently printed printer's magazine and I guess it still is, only more so!

Your little essay on pronunciation in the October issue (*The Last Word*, page 146) is good and so to the point.

Perhaps you could take up the cudgels on another matter that bothers me and probably many another semi-old-timer. The real fancy boys who have never been closer to setting type than just leaning against a frame while the comp works out his last-minute brainstorm—those guys persist in speaking of and marking up copy for "upper case" or "upper and lower case."

The only "upper case" I can remember is one of the set of three that made up the old music type setup: upper, lower, and side cases. But there are sure lots of CAP cases around still and they were so called in the old days of hand-stuck type; they held caps, small caps, and a whole mess of odd-ball characters and fractions. Older men trained in the shops say "caps and lower case" or "caps and small caps."

It's the advertising agency kids that say "upper and lower case." Come to think of it, why then shouldn't they mark their copy "upper case and small caps"?

—F. R. Edgecombe, Edgecombe/Printer, Kalamazoo, Mich.

Long-Time IP Subscriber

I have been subscribing to *The Inland Printer* since about 1915 or 1920. The editor at that time (I do not know the date) placed my drawing of a country printing plant in an edition of the magazine.

I started to work in 1896 as an apprentice with Baughman Bros. After taking over the plant in 1925, I placed a set-up box plant with it also. We did a large amount of G.O.P. work from Washington.

—George T. Schroeder, Sr., Frederick, Md.

Mispronunciations Do Irritate

I noted with interest your article in the October issue of *The Inland Printer* (*The Last Word* department, page 146) on mispronounced printing terms. This to me is also a constant source of irritation. I am glad to see that someone is finally doing something about it.

I believe an article listing all printing terms and their correct pronunciation in your very fine magazine would be welcomed by everyone having an interest in the graphic arts industry.

—R. A. Hoffman, Hoover Co., N. Canton, O.

This Month's Cover . . .

is the last of a series designed by LeRoy Barfuss of Houston, Tex., who has been planning our covers for many years. Forthcoming covers will be designed by various artists. Type faces this month are Bauer Alphabet's Venus Bold Extended, ATF's Lydian Cursive and Bodoni.

The Day the "Triton" Slid Down the Ways . . .

Uncle Sam patented the NEW 1959

BAUM "SATELLITE"

*Doubles Versatility . . . Cuts Manufacturing Costs
by eliminating gears, parts, etc.*

- Up to 8 Parallel Folds in One Operation
- 4 Parallels and 4 Right Angles in One Operation

We proudly present the "SATELLITE," your "space age weapon" against increased costs. The patent for this dynamically new, dynamically versatile machine provides for unique simplified construction that eliminates gears, parts, etc. . . . thereby reducing costs while providing a versatility heretofore unknown. Folds very small sheets . . . even tiny drug circulars. Completes up to eight parallel folds in sheets up to 26" long in one operation.

Folds one, two, three or four parallels followed by one, two, three or four parallels at right-angles.

For multiple-folding . . . feeding a single sheet . . . then cutting it apart in either the parallel section or

the right-angle section so that two, three or four folded signatures emerge from every single sheet fed . . . at lightning speed!

Folds, pastes and trims booklets—all in one operation—more than one up—and cuts them apart.

The patented unit construction is shown in the photos below. Notice the second unit attached in tandem to the first. Just roll it up on casters—it hooks on instantly when you want five, six, seven or eight parallels. The illustration at the right shows the second unit rolled up at right-angles to the first unit for up to four parallel and four right-angle folds in one operation.

Each Folder Unit is Self-Powered. The Suction Pile Automatic Feed is also self-powered. The "SATELLITE" runs from your light socket!

Multiple Perforating. Single line or multiple line (both directions at the same time) perforating, registering with hair-line accuracy, end to end makes it the Perfect Automatic Perforator. So fast . . . it makes perforating practically all profit! Perforates and delivers sheets flat or perforates and folds in one operation.

Illustration below shows #2 Unit hooked onto #1 in tandem, giving you 2, 3, 4, 5, 6, 7 or even 8 parallels.

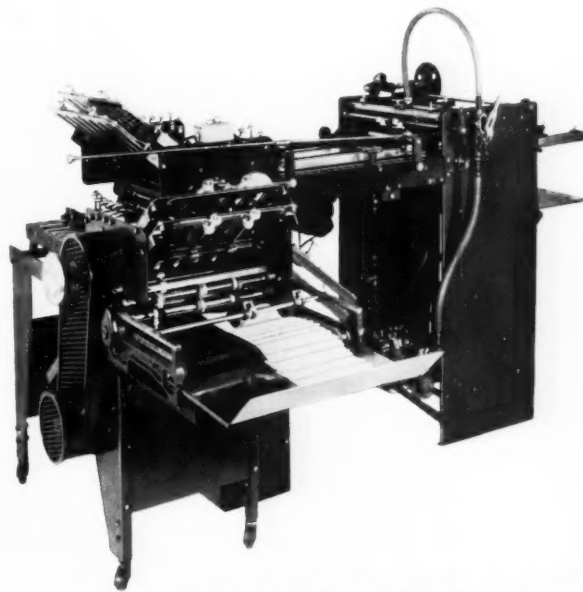
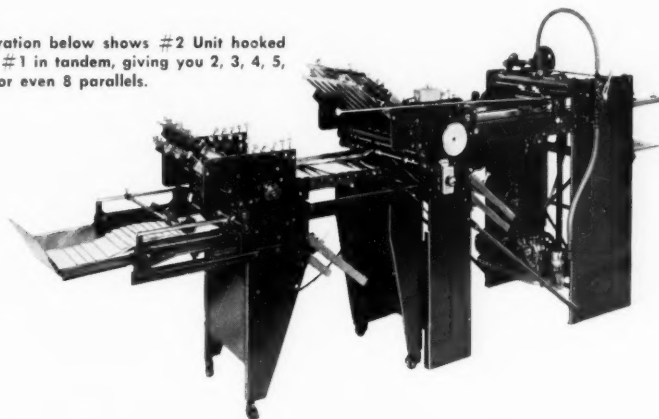


Illustration above shows #2 Unit hooked onto #1 Unit at right angles for 4 parallels (or less) followed by 4 parallels (or less) at right angle.

RUSSELL ERNEST BAUM, INC.

1540 WOOD STREET PHILADELPHIA 2, PA.

Price . . . as always our policy . . . unbelievably low. Initial payment nominal. Pays-for-itself terms. Simple interest, 6% per annum, on unpaid balance. For details phone collect to LOcust 8-4470 . . . or send coupon.

Mail complete description, price, terms, etc.

Firm Name _____ Mr. _____

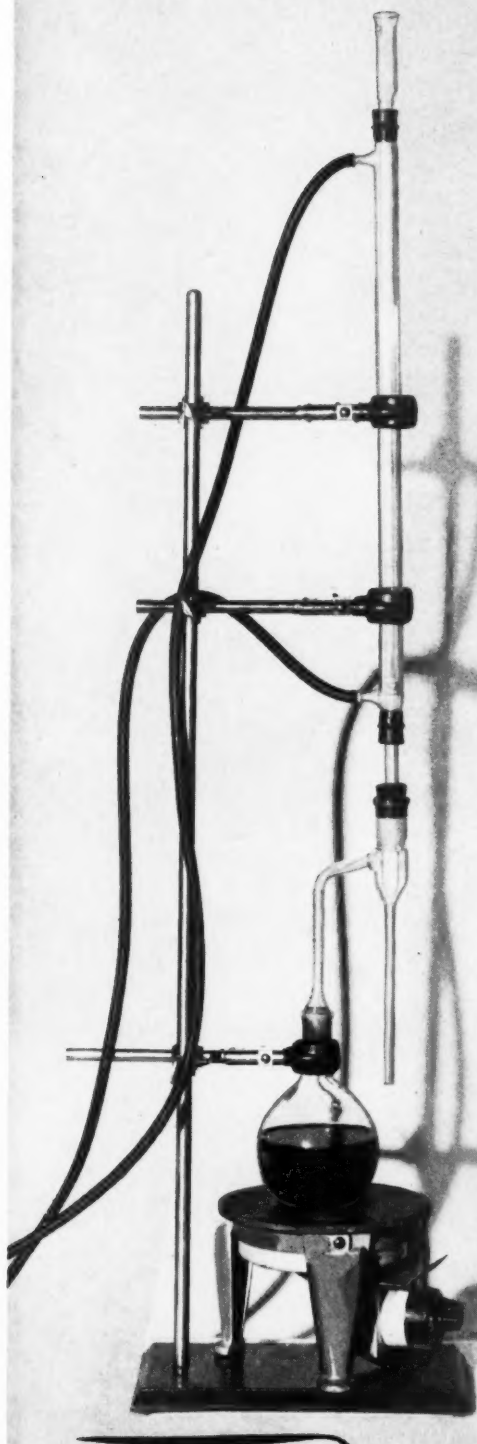
Address _____ City _____ State _____



Christmas 1958

This Christmas, when we again pay homage to the Prince of Peace, let us be mindful of the words of Mary, "my soul doth magnify the Lord and my spirit hath rejoiced in God, my Saviour." ******* In our spiritual devotions, let us rejoice in our Heavenly Father and His Son, Jesus Christ. On this great day of gladness, let us pray to Him to keep us steadfast in our faith and to be worthy Christians in the fight against godlessness. ******* Let us give thanks to God for our many blessings and for our great nation of free peoples. Let us pray for those who are oppressed, for the sick and those with grief. ******* Again, let us beseech Him to give courage, strength and wisdom to our spiritual and governmental leaders in their efforts to bring peace, unity and understanding to all nations.

INTERNATIONAL PAPER COMPANY



the
shape
of
research...

Tomorrow is Today at Frye . . .

Frye's craftsmen-in-carbon are constantly at work to improve, to experiment, to plan for the future. That's why Frye One-time, Spot and Processed carbons are superior TODAY. That's why you can be sure that Frye carbons will be even better TOMORROW.

frye MANUFACTURING COMPANY
2531 DEAN AVENUE • DES MOINES 4, IOWA



"Happy old year!"

There was plenty of good news from West Virginia in this old year—just look:

New sales offices to bring Westvaco's direct benefits and services to even more commercial printers.

New brightness in coated Sterling! New brightness and new shades on many other coated and uncoated papers.

New grades adding to Westvaco's full line.

New manufacturing facilities to provide "Stabilized" paper with controlled humidity from mill to printing press (part of millions spent to give you better paper—better performance).

New labels and packaging for greater convenience, protection and efficiency.

New and continuing research on our mutual papermaking and paper-using problems (two to three million dollars are spent annually to assure continued progress).

These 1958 developments are a part of our guarantee to you that 1959 will bring even more advances—that Westvaco will maintain and increase its leadership in commercial printing papers.

Call the man from West Virginia and learn how you can profitably put this leadership to work for you in '59.

"Happy old year—
and a happier New Year!"

Commercial Printing Paper Sales

Chicago 1 / FR 2-7620

Cincinnati 12 / RE 1-6350

Detroit 35 / DI 1-5522

New York 17 / MU 6-8400

Philadelphia 7 / LO 8-3680

Pittsburgh 19 / CO 1-6660

San Francisco 5 / GA 1-5104



FINE PAPERS DIVISION

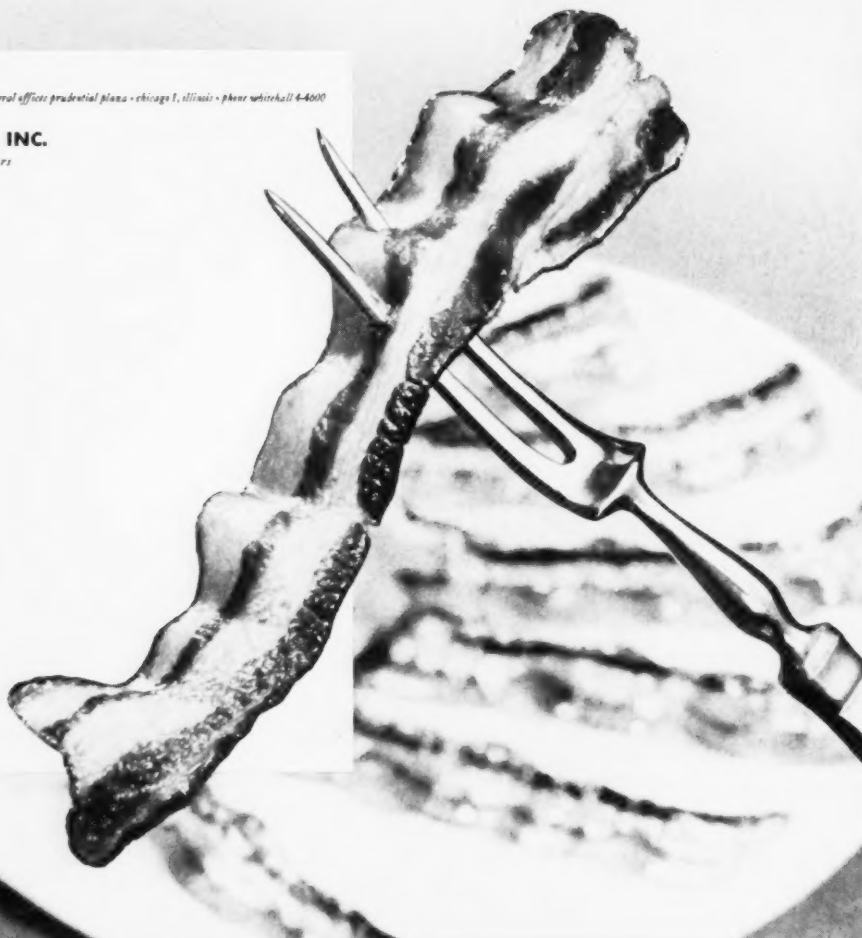
WEST VIRGINIA

PULP AND PAPER

COMPANY

230 Park Avenue, New York 17

CRISP!



Gilbert Papers

Recommend a bring-home-the-bacon letterhead paper to your customers. One that will be a stand-out in the morning mail . . . get attention . . . get results. Crisp, Gilbert Bond papers have these qualities. They're made with new cotton fibres, tub-sized, air-dried and available in brilliant new Hi-Fi white. Your Gilbert Merchant can tell you all about them . . . furnish you samples. Ask him.

GILBERT PAPER COMPANY, MENASHA, WISCONSIN

28 Full Pages of Gilbert Advertising reach your best customers in FORTUNE,*
DUN'S REVIEW & MODERN INDUSTRY,* ADVERTISING REQUIREMENTS, BEST'S
INSURANCE NEWS, and OFFICE during 1958.

*FOUR COLOR INSERTIONS



A good letterhead is always better...printed on a Gilbert Cotton Fibre Bond

**Automatic Graeber Machines
Cost Little, Produce High Volume**

NOW! START A BUSINESS

Stringing and Wiring with Low Investment

Here's an unusual opportunity to start a stringing and wiring business or to add another profitable operation to your present business. You can start with one, two or more low-cost Graeber Machines and add additional ones as your business grows.

For example, you can start with an automatic Stringer and Knotter that handles up to 7,500 pieces per hour. And if your volume requires it, each operator can easily supervise two machines without fuss or fatigue.

The Graeber Stringer and Knotter automatically punches holes, strings, eyelets and knots cord on any shape or size booklet up to 6"x12", or shipping and merchandise tags. The machine threads and knots silk, rayon, cotton or polished cord to No. 12 size. As for space, it takes up less area than the average office desk!

Write today on your letterhead for free Bulletin 17.



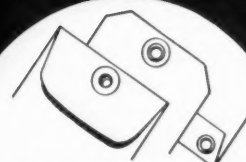
GRAEBER
Stringing & Wiring
MACHINE COMPANY

Division of
New Era Mfg. Co.
P.O. Box 400
Hawthorne,
New Jersey



AUTOMATIC TAG STRINGER & KNOTTER

Punches holes, strings and knots cord on shipping and merchandise tags and booklets automatically up to 7,500 per hr. Bulletin 17.



FASTEST AUTOMATIC PATCH AND EYELETTER

Attaches patch, punches holes, inserts eyelets in one operation at 6,000 per hr. Bulletin 19.



AUTOMATIC TAG STRINGER & LOOPER

Strings and loops cord on square or rectangular shipping, merchandise, and Christmas tags at 5,700 per hr. Bulletin 16.



AUTOMATIC WIRING MACHINE

Threads wire on shipping, merchandise or gang tags, single or double strand wire, at 5,700 per hr. Bulletin 18.



Hamilton Bond...of course

Hamilton Bond for a Whiter, Brighter White. Whitest Hamilton Bond in history! Type and illustrations sparkle; handwritten and typed messages are crisp and attractive.

Hamilton Bond for 11 Useful Colors. All the variety, all the choice you need for business forms and promotion pieces to suit every customer.

Hamilton Bond for Good Printing. A blend of the finest pulps, flawlessly manufactured. *Genuine* watermark. Clear formation; smooth, even surface. Surface sized. Precision trimmed. Pre-humidified and moisture-proof wrapped. Always uniform.

Hamilton Bond for Customer Satisfaction. A crackling good bond, exceptionally strong. Remarkable folding and erasing qualities. And consistent advertising reminds your customers that Hamilton Bond brings out the best in their work!

HAMILTON PAPERS



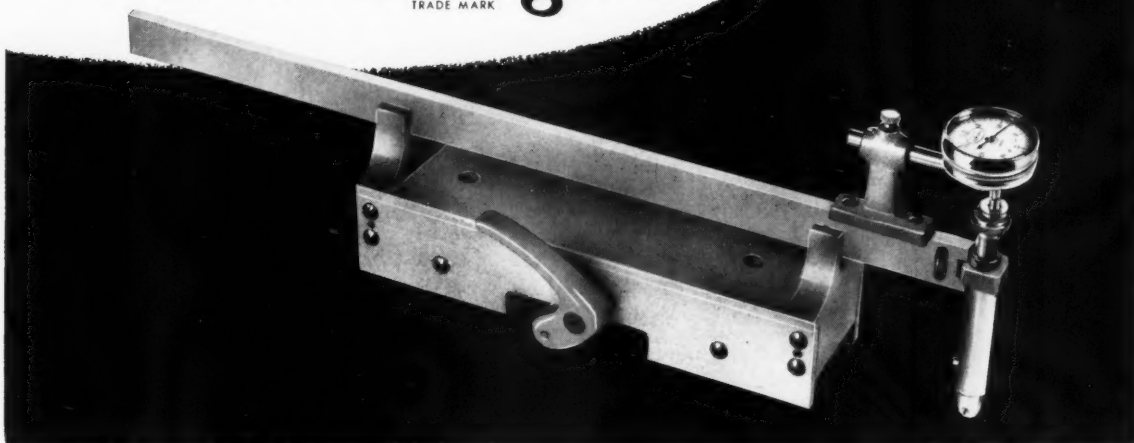
BUSINESS PAPERS...TEXT & COVER...OFFSET...BOOK

Hamilton Paper Company, Miquon, Pa. • Mills at Miquon, Pa., and Plainwell, Mich. • Offices in New York, Chicago, Los Angeles

21 MILLION INDIVIDUAL COPIES of these magazines will carry Hamilton ads during 1958



New... from **Colight**
TRADE MARK



New Magnetic Packing Gauge Gives Better Offset Quality... Longer Plate Life

Now, for the first time, you can scientifically measure the height of the printing surfaces of the plate and blanket cylinders on an offset press. You can do it easily, simply with the Colight Magnetic Packing Gauge, one of the most important technical advances in offset printing in this decade.

The pressure, or "squeeze", between offset cylinders is extremely critical. Too much pressure wears out the plates. Not enough pressure means a poor printing job. And the difference between too much, and not enough pressure is only a *thousandth of an inch*. That's why even veteran pressmen have difficulty in adjusting the cylinders exactly right.

Result: hundreds of thousands of dollars lost every year because of short plate life, and poor quality printing.

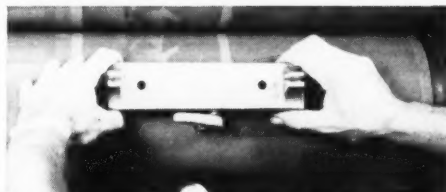
You can eliminate this in your plant with a Colight Magnetic Packing Gauge. It's so easy to operate that anyone can quickly measure the height of cylinder surfaces within .001 inch. (see illustrations). And it's portable—you need just one per plant.

The Colight Magnetic Packing Gauge has been tested extensively. It is being used in some of the nation's best printing plants. (Names upon request.) It is a simple, sturdy, scientific instrument that will give years of maintenance-free service.

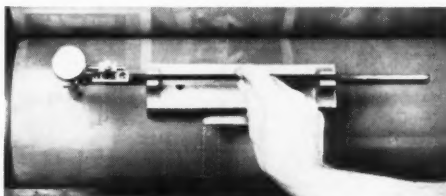
Contact your Colight distributor or write for full information. Get the better quality printing—and doubled plate life—that mean more profit for you this year.

COLWELL LITHO PRODUCTS, INC.

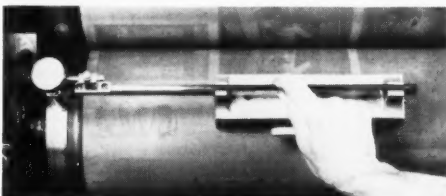
402 CHICAGO AVENUE
MINNEAPOLIS 15, MINNESOTA
DEPT. 5



1 First step in use of Magnetic Packing Gauge is to place base on blanket cylinder. Powerful magnets seat base firmly.



2 Insert bar in base slots, place feeler foot on blanket, and set gauge to "0" point. This gives base height reading.



3 Slide feeler foot to cylinder bearer. Gauge will give height of blanket. Repeat for plate cylinder surface. Total of two readings gives total height, or "squeeze" within .001 inch.

Engineered



S&V Ink Film Engineers check
the performance characteristics
of every ink formulation against the
highest quality control standards.



PRINTING INKS FOR ALL PURPOSES

for peak performance!

Although printing ink is proportionally one of the smallest factors in your printing costs, every printer knows it is a key ingredient that can affect an entire job. That's why premium-quality S&V ink, engineered to give you peak performance on every run, is your best insurance for profitable, flawless printing.

S&V ink protects your costly printing investment because it is specifically designed to give you top press efficiency — the sure way to keep profits high and production costs down. S&V ink possesses a high degree of stability, and always gives you dependable, uniform results. In the widest range of brilliant, more intense colors, each of S&V's outstanding inks will deliver sharper, clearer print tones and perfect image fidelity.

In addition to the obvious economical advantages of trouble-free performance, S&V ink also gives you maximum mileage. This mileage bonus, built-in to every pound of ink by our Ink Film Engineers, assures you of more impressions per pound and lowers your unit cost. These superior performance characteristics are the result of S&V's intensive research and product development program. Because every ink formulation is subjected to the most exhaustive instrumented tests, you are guaranteed a premium-quality ink — one that performs dependably, runs easier, and always gives you the finest results possible.

Start enjoying the extra profits you'll get with S&V's engineered inks. On your next job — specify S&V — for economical, peak performance!

Manufacturers of the finest inks, colors and chemicals . . .
Letterpress • Offset • Gravure • Flexographic • Screen Process
Flushed Colors • Varnishes • Dispersions • Dry Colors
Lithographic Chemicals & Supplies

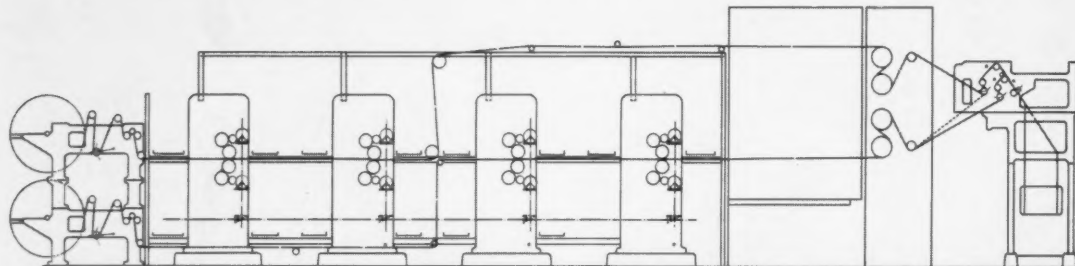
Sinclair and Valentine Co.

DIVISION OF AMERICAN-MARIETTA COMPANY

611 WEST 129TH STREET, NEW YORK 27, N. Y.

**Canadian Affiliate: SINCLAIR AND VALENTINE CO. OF CANADA, LTD.
240 Madison Avenue, Toronto 7, Canada**

With the ATF 22³/₄ x 35 Publication Press you can handle all these color combinations and signature sizes



		number of webs	colors on each side of web	Number of folded pages			
				Newspaper, maximum page size 17 ¹ / ₂ x 22 ³ / ₄	Tabloid, 11 ³ / ₈ x 13 to 17 ¹ / ₂	Magazine Signature, 6 ¹ / ₂ to 8 ³ / ₄ x 11 ³ / ₈ untrimmed	Magazine Signature, 5-11 16 x 17 ¹ / ₂ untrimmed
1 UNIT		1	1	4	8	16	16
		1	2	4	8	16	16
2 UNITS		2	1	8	16	32	32
		1	3	4	8	16	16
3 UNITS		1	1	8	16	32	32
		1	2				
		3	1	12	24	48*	48
4 UNITS		1	4	4	8	16	16
		2	2	8	16	32	32
		2	1	12	24	48*	48
		1	2				
		4	1	16	32	—	—

*Signatures of over 32 pages are possible but weight of stock would be the determining factor.

Along with extreme flexibility, this ATF Publication Press gives you special features that spell out high production on a variety of jobs:
newspapers, magazines, catalogs, books.



American Type Founders

Web Division, 200 Elmora Avenue, Elizabeth, N. J.

Better, more profitable printing...
from the most complete line of equipment

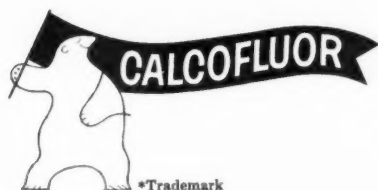
- ◆ Grouped controls for ink form rollers, ink ductors, and water dampeners.
- ◆ Independent upper and lower unit register controls for side and running way adjustments.
- ◆ Printing units and roll stands are gear driven, eliminating old-style chains.
- ◆ Upper and lower plates can be changed simultaneously in less than five minutes without breaking web.
- ◆ Both full width cross perforation and slot vertical perforation to eliminate corner wrinkling in folding operation.
- ◆ Speed up to 20,000 cylinder revolutions per hour for both press and folder. (Reduced speed required for delivering right angle and chopper folded signatures.)

Get the facts on the economics of web printing. Write for ATF's Web-Fed vs. Sheet-Fed Booklet—a comparison of web offset printing costs with sheet-fed costs (letterpress and offset).

The Inland and American **PRINTER** and **LITHOGRAPHER**
For December, 1958



EVEN BLACK-AND-WHITE HAS MORE "COLOR"...
*when you specify papers treated with **CALCOFLUOR*** white!*



*Trademark

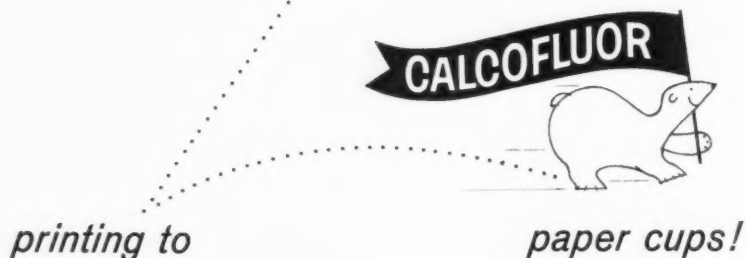
You can't begin to appreciate how much CALCOFLUOR-treated paper adds to printed material without seeing an actual sample. Notice the extra whiteness of this insert! It's an eye-opening experience, isn't it!

From greeting cards to annual reports, CALCOFLUOR White adds amazing "drawing power." Papers with CALCOFLUOR offer the kind of brilliance and contrast that make color work really "sing."

If you want lifelike reproduction and greatly enhanced visual appeal in catalogs, letterheads, posters, magazines and other printed matter, make sure you specify "CALCOFLUOR-treated" papers. They're available in a broad range of grades and types—including coated stock, offset, vellum and bond—from America's leading papermakers! Ask your supplier for samples—today!

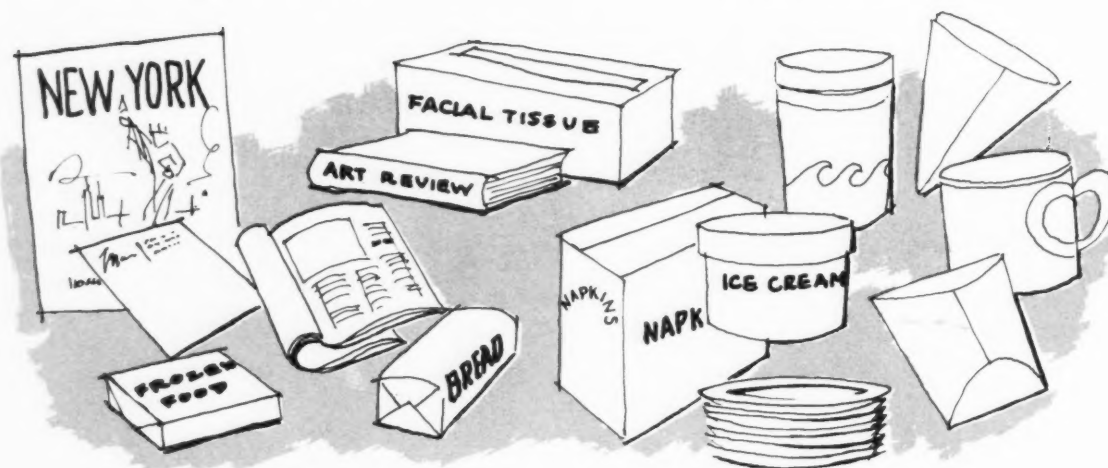
CALCOFLUOR

-treated papers
put
brilliant extra whiteness
in everything
from



printing to

paper cups!



It's not only the printed page that benefits from CALCOFLUOR White!

Art directors, package designers and smart merchandisers are all discovering that people just naturally respond to the more beautiful, more brilliant CALCOFLUOR White papers at the *point of sale*. This added whiteness is truly like another dimension—a *marketing dimension*!

In paper plates, cups, napkins and tablecloths... in food wrappers... the super-whiteness of CALCOFLUOR-treated papers suggests super-cleanliness. CALCOFLUOR White makes paper handkerchiefs look cleaner, more attractive, too. And these are just a few of the uses for CALCOFLUOR White!

If printing papers or paper products are important to your business—you owe it to yourself to find out just how CALCOFLUOR-treated papers can improve your sales! It's easy to discover. Just write us.

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AMERICAN CYANAMID COMPANY
DYES DEPARTMENT
Bound Brook, New Jersey

New York • Chicago • Boston • Philadelphia
Charlotte • Providence • Atlanta • Los Angeles
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Since 1930
 traveling
 in the best of
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 circles

Materials and methods
 for better printing from
 resilient plates

FIRST IN THE INDUSTRY

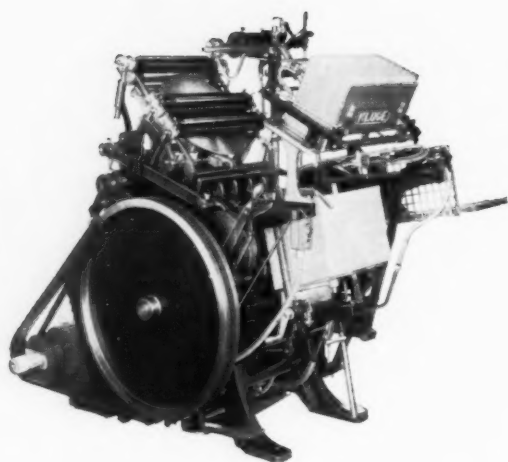
ECONO

PRODUCTS, INC., 132 Humboldt St., Rochester 10, N.Y.

THE 1958 "C" SERIES KLUGE AUTOMATIC

the busiest press in any pressroom

WHY? *Because it's . . .*



1. Economy of operation increases profits.
2. Exclusive automatic features save time.
3. Unmatched versatility handles jobs impossible on other presses.
4. Quality printing on every job guarantees more jobs.
5. Rugged construction assures trouble-free operation.
6. Design makes it the easiest press to makeready-operate-washup.

A 1958 "C" series Kluge Automatic in your shop will print all those "run-of-the-hook" jobs in less time and more profitably than any platen press on the market today.

For complete information on why the 1958 "C" series Kluge is the busiest press in a printer's shop, please write or contact:

BRANDTJEN & KLUGE, INC.

Department C

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Branch Offices in Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, San Francisco, St. Louis, and Brandtjen & Kluge, Ltd., Toronto, Canada

HOW DELTA AIRLINES GETS TOPFLIGHT ATTENTION VALUE FROM A ONE-COLOR ADVERTISING PIECE

You know
the excellence
of Delta's
Air Freight
Service

Now
experience the
ultimate
in luxurious
personal
transportation!

Reproduced in miniature (the actual size is 3½" x 8½"). Original job was printed on Beckett Text, Canary, Laid, 70 lb.

DELTA'S NEW DC-7

Royal Service Flights

WITH CHAMPAGNE DINNERS

Choice of Entrée
Beverage Service • Music
Three Stewardesses
Reserved Seats
Fast Baggage Handling
and a host of other luxury features

Call Delta or your Travel Agent for reservations



This attention-getting envelope stuffer, produced by Delta Airlines in their own Atlanta printing plant, is an outstanding example of how maximum color can be obtained in a one-color printing job. Delta has achieved a two-color effect by printing in dark blue ink on canary-colored paper. (Actually, a third-color effect has been created by screening the blue ink in two areas.)

When you print on colored paper you practically get a color free, for colored papers cost little more than white papers of comparable quality, and colored inks cost little more than black ink.

Make your next one-color job a "two-color" job by specifying one of the many beautiful colors available in the Beckett line.

FREE—on request—demonstration packet titled "How to Put Color Into Your Printing". Contains 11 samples of printing on colored stocks.

THE BECKETT PAPER COMPANY
HAMILTON, OHIO

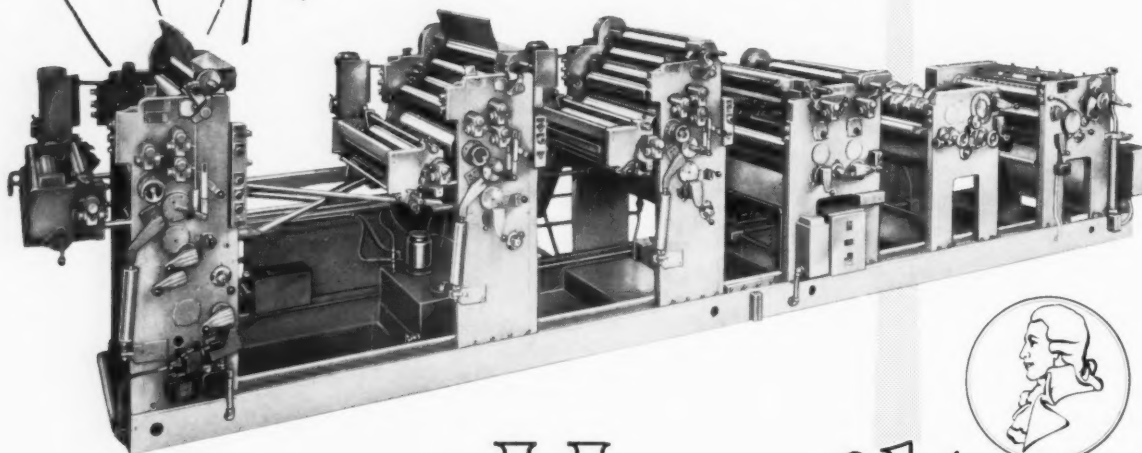


MAKERS ALSO OF THE WORLD'S WHITEST PAPERS — BECKETT HI-WHITE AND BECKETT BRILLIANT OPAQUE



THIS COULD BE YOUR BIG PROFIT IDEA!

Illustrated here is a 17" x 30" three-color Hamilton Web Litho Press. It is capable of printing three colors on the face of the web, or two colors on the face and one color on the back. It also performs a number of additional business form operations, and is equipped with roll rewind delivery. (Picture shows web removed to illustrate turning bars.)



Hamilton Litho Printing Units have these outstanding features:

1. Separate auxiliary two-speed reversible drive motor for each Litho Printer. This feature provides:
 - a. Fastest possible plate and blanket mounting and roll wash-up.
 - b. Printers can be independently or simultaneously inked-up.
 - c. Plate gumming for longer stops is eliminated as printing unit rotation is used to maintain ink and water balance.
2. Each water fountain has a variable speed water dip-roll drive motor.
3. Water solution is circulated from a centralized solution tank of large capacity.
4. Each tower has its own built-in wash-up machine.
5. Vibrator rolls are of Durock or Ebonite construction.
6. Best accessibility of plate and blanket cylinders.
7. Automatic contact separation when web breaks to prevent blanket cylinder wrap-ups.

Hamilton Web Presses equipped for rewind delivery are built for a maximum web speed of 650' per minute. Built for folding or sheeting delivery, they will operate at speeds up to 550' per minute depending upon the weight of stock being used.

Hamilton

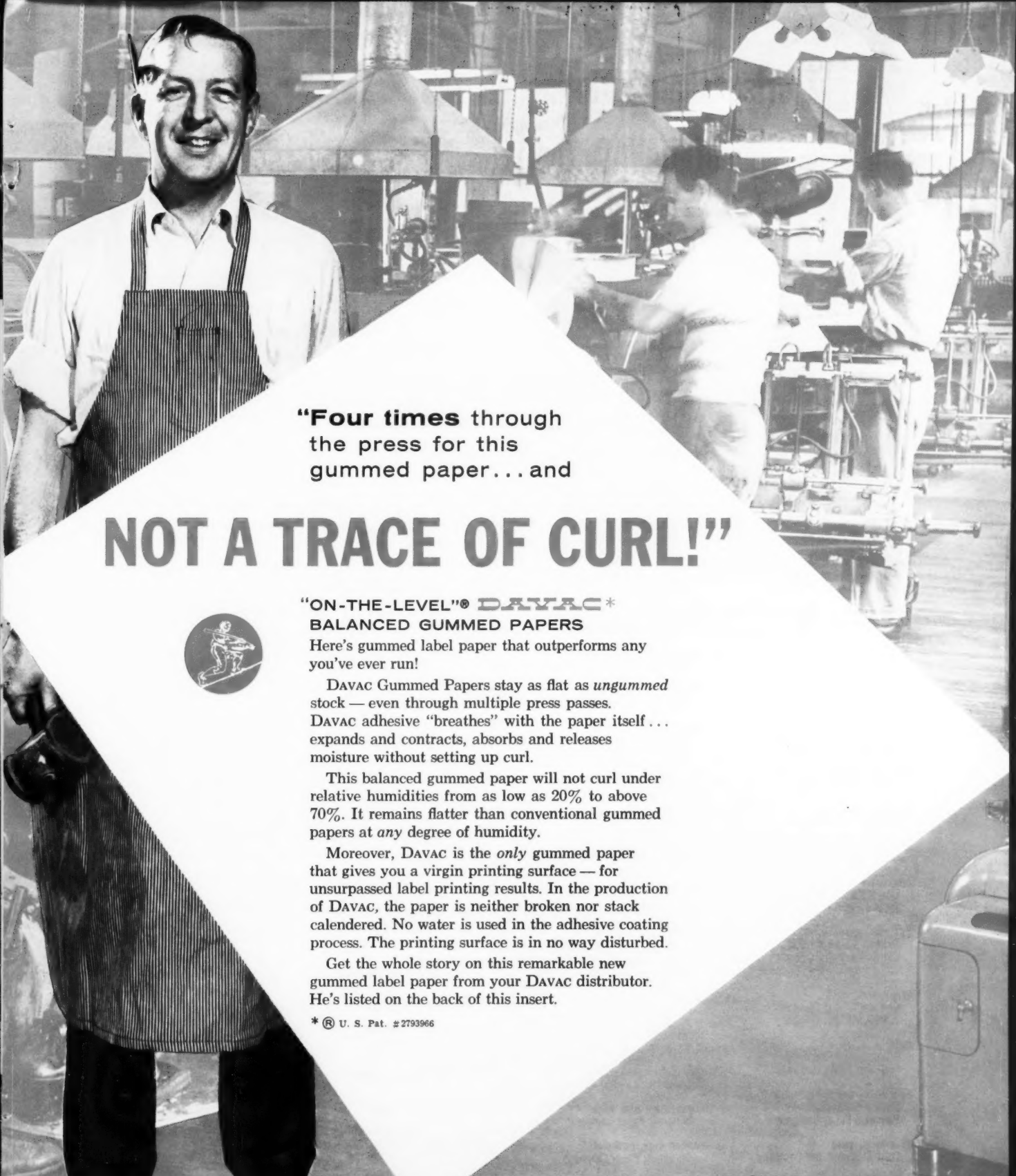
AMERICA'S MOST VERSATILE WEB PRINTING PRESS

It will pay you to consider seriously the purchase of a Hamilton Web Fed Litho Press. For additional information write for our free Bulletin HP-861.

WE WILL EXHIBIT



THE HAMILTON TOOL COMPANY • 900 HANOVER STREET • HAMILTON, OHIO, U.S.A.



"Four times through
the press for this
gummed paper... and

NOT A TRACE OF CURL!"



**"ON-THE-LEVEL"® DAVAC*
BALANCED GUMMED PAPERS**

Here's gummed label paper that outperforms any
you've ever run!

DAVAC Gummed Papers stay as flat as *ungummed*
stock — even through multiple press passes.
DAVAC adhesive "breathes" with the paper itself...
expands and contracts, absorbs and releases
moisture without setting up curl.

This balanced gummed paper will not curl under
relative humidities from as low as 20% to above
70%. It remains flatter than conventional gummed
papers at any degree of humidity.

Moreover, DAVAC is the *only* gummed paper
that gives you a virgin printing surface — for
unsurpassed label printing results. In the production
of DAVAC, the paper is neither broken nor stack
calendered. No water is used in the adhesive coating
process. The printing surface is in no way disturbed.

Get the whole story on this remarkable new
gummed label paper from your DAVAC distributor.
He's listed on the back of this insert.

* ® U. S. Pat. # 2793966

NASHUA

FIRST WITH THE FINEST IN ADHESIVE PAPERS

NASHUA
Corporation

NASHUA, NEW HAMPSHIRE

DAVAC BALANCED GUMMED PAPERS
PERVENAC DELAYED-ACTION HEAT SEAL PAPERS
IMAC INSTANT-ACTION HEAT SEAL PAPERS
TEX HEAT SEAL TEXTILE LABEL PAPER
ITSTIX GUMMED LABEL PAPERS

This insert is printed on 60# C1S Litho Davac/S1

You get crisp sharp printing on the adhesive side of DAVAC, too!

***This is your list of Davac distributors.
Notice the fine printing results possible
on DAVAC'S matte-like adhesive surface...***

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Millcraft Paper Company

ALBANY, NEW YORK
Hudson Valley Paper Company

ALBUQUERQUE, NEW MEXICO
Carpenter Paper Company

ALEXANDRIA, LOUISIANA
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ATLANTA, GEORGIA
Sloan Paper Company
Whitaker Paper Company

AUGUSTA, MAINE
Carter Rice Storrs & Bement

AUSTIN, TEXAS
Carpenter Paper Company

BALTIMORE, MARYLAND
Whitaker Paper Company
White Rose Paper Company

BATON ROUGE, LOUISIANA
Louisiana Paper Co., Ltd.

BILLINGS, MONTANA
Carpenter Paper Company

BIRMINGHAM, ALABAMA
Sloan Paper Company

BOSTON, MASSACHUSETTS
Carter Rice Storrs & Bement
John Carter Company

BRISTOL, VIRGINIA
Dillard Paper Company

BUFFALO, NEW YORK
Ailing & Cory Company

CHARLESTOWN, WEST VIRGINIA
Copco Papers, Inc.

CHARLOTTE, NORTH CAROLINA
Charlotte Paper Company
Dillard Paper Company

CHICAGO, ILLINOIS
Bradner Smith & Company
Carpenter Paper Company
Dwight Bros. Paper Company

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Chatfield Paper Company
Whitaker Paper Company

CLEVELAND, OHIO
Ailing & Cory Company
Millcraft Paper Company

COLUMBIA, SOUTH CAROLINA
Dillard Paper Company
Palmetto Paper Company

COLUMBUS, OHIO
Central Ohio Paper Company

CONCORD, NEW HAMPSHIRE
John Carter & Company, Inc.

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Carpenter Paper Company

DAYTON, OHIO
Central Ohio Paper Company

DENVER, COLORADO
Carpenter Paper Company

DES MOINES 7, IOWA
Carpenter Paper Company

DETROIT, MICHIGAN
Seaman-Patrick Paper Company
Whitaker Paper Company

EAST HARTFORD, CONNECTICUT
Carter Rice Storrs & Bement

EL PASO, TEXAS
Carpenter Paper Company

FARGO, NORTH DAKOTA
John Leslie Paper Company

FORT WAYNE, INDIANA
Millcraft Paper Company
Taylor Martin Papers, Inc.

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Carpenter Paper Company

GLOUCESTER CITY, NEW JERSEY
Rhodes Paper Company

GRAND ISLAND, NEBRASKA
Carpenter Paper Company

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Carpenter Paper Company

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Carpenter Paper Company
John Leslie Paper Company

GREENSBORO, NORTH CAROLINA
Dillard Paper Company

GREENVILLE, SOUTH CAROLINA
Dillard Paper Company

HARLINGEN, TEXAS
Carpenter Paper Company

HARRISBURG, PENNSYLVANIA
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HARTFORD, CONNECTICUT
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INDIANAPOLIS, INDIANA
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PITTSBURGH, PENNSYLVANIA
Ailing and Cory Company
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THIS IS THE ADHESIVE SIDE OF A DAVAC SHEET

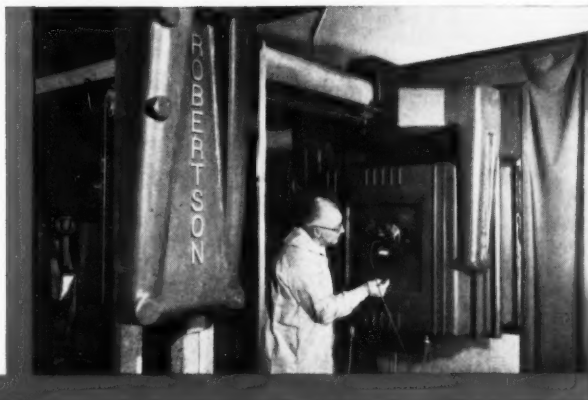
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"The push button precision of Robertson's 31" Overhead Camera guarantees accuracy in registration and re-registration to .001 of an inch; saves valuable time in the focusing area, and permits more versatile techniques in photo-composing."



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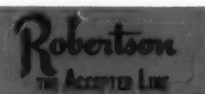


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This is the new symbol of M-G-D.

It represents long established leadership in the design and manufacture of printing, binding, paper cutting and packaging equipment. It represents a world-wide reputation for superior performance, dependability and service.

This leadership was created over the years by technically-minded companies, operating independently. Today, as divisions of Miehle-Goss-Dexter, they are backed by the coordinated engineering facilities of the whole organization.

The entire Graphic Arts Industry now benefits from the great concentration of research and development talent represented by the M-G-D symbol. Broad experience in all branches of the industry is reflected in improved equipment and methods to meet today's production requirements.



THE MIEHLE COMPANY

Sheet-fed letterpress, offset and carton equipment.



THE GOSS COMPANY

Roll-fed newspaper, magazine and rotogravure presses.



THE DEXTER COMPANY

Folding, stitching, trimming and bookbinding equipment.



THE LAWSON COMPANY

Paper cutting, trimming and drilling equipment.



MERCURY ENGINEERING CORPORATION

Roll-fed presses and equipment for the carton industry.



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Goss operates a plant in England. M-G-D subsidiaries and selected distributors provide sales and service to the Graphic Arts Industry on every continent.



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Aperture cards, equipment and service for microfilm filing systems.



M-D BLOWERS, INC.

Rotary blowers and superchargers for industrial applications.

Why have more Miehle 38 two color offsets been
installed than any other two color, of any size?



More Miehle 38 Two Color Offsets have been installed across the country in the last two years than any other two color, *of any size*.

The reason!! . . . performance.

Performance in *greater production* . . . up to 20% more production than any other press in the 25x38" range.

Performance in really *quality sheets* . . . consistent quality resulting from True Rolling, larger form rollers, and exact inking-dampening control from outside the press.

Performance in *workability* . . . giving pressmen the features which enable and encourage him to improve production and quality; plenty of working room that prevents struggling during wash-up and changeover—simplified feeder with a mechanical pile hoist and just one adjustment for changes in sheet size—precise adjustments that hold their settings throughout long runs, and thus require less attention.

Performance is the reason more Miehle 38 Two Color Offsets have been installed than any other two color . . . it's the most desirable lithographic press, in both single and two color models, in it's size. See the Miehle 38 in operation yourself . . . it'll be your choice, too.

For more details, write for folder M-38.

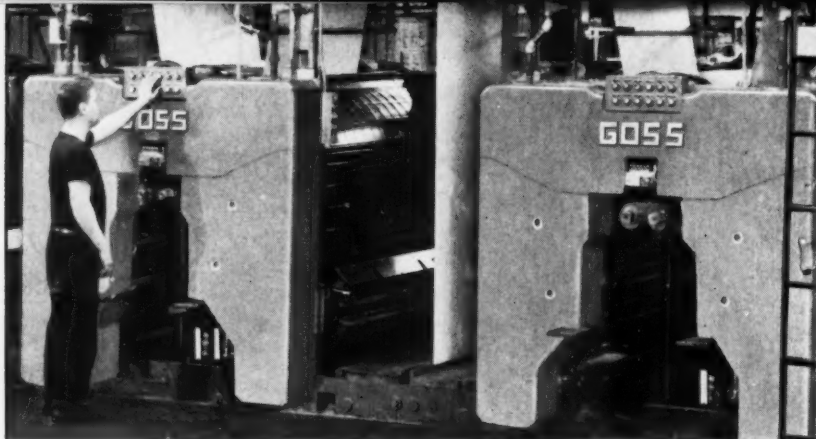
THE MIEHLE COMPANY
A DIVISION OF MIEHLE · GOSS · DEXTER, INC.
Chicago 8, Illinois





Break the bottleneck in magazine printing . . .

- ✓ Several Models to Meet Requirements
- ✓ Both Former and Jaw Collector Types
- ✓ 4 to 64 page signatures
- ✓ Standard product range from 4 1/4 x 5 1/2" to 10 3/4 x 14"
- ✓ Speeds from 800 to 2000 feet per minute



GOSS MAGAZINE FOLDER FEATURES PROVIDE FLEXIBILITY AND INCREASE SPEED

In the last three years Goss has introduced many features to improve quality, increase speed and reduce costs in web-fed magazine printing. Since the folding operation is of vital importance, Goss offers with its presses a series of folders engineered to meet different requirements.

Plants printing numerous medium-run publications on the standard Goss Unimag 800 press need the flexibility of the Multi-Folder, schematically illustrated here. This equipment delivers three product sizes, 8 1/4 x 11 1/4" being basic. Two variations are made possible by simple adjustments. An additional right angle (chopper) fold produces the half size 5 3/4 x 8 1/4". The pocket size 4 1/8 x 5 3/4" is produced by a second parallel fold, delivering a 4 1/8 x 11 1/4" signature, printed 2-on to be cut apart in the bindery.

Production and capacity are of major importance in printing national magazines and long run publications. To meet the requirements of its high speed magazine presses, Goss has developed folders which will produce 32 page signatures, at speeds up to 2000 feet per minute.

The GOSS Company

A Division of Miehle-Goss-Dexter, Inc.

5601 WEST 31ST STREET • CHICAGO 50, ILLINOIS



Double Parallel Fold
4 1/8 x 5 3/4" (trim)—2 on

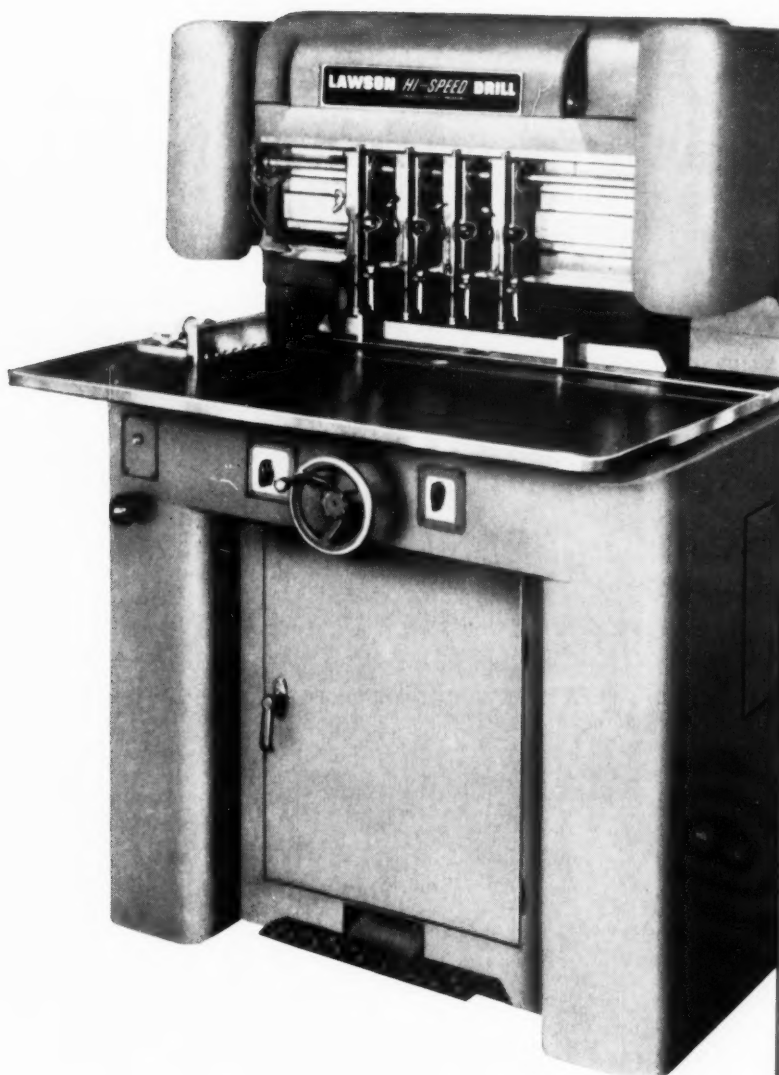
Standard Single Fold
8 1/4 x 11 1/4" (trim)

Two Right Angle Folds
5 3/4 x 8 1/4" (trim)

LOOK

WHO'S DRILLING WITH THE NEW LAWSON HI-SPEED DRILL

30 strokes a minute, full 2¼" lifts!



HI-SPEED DRILL USERS

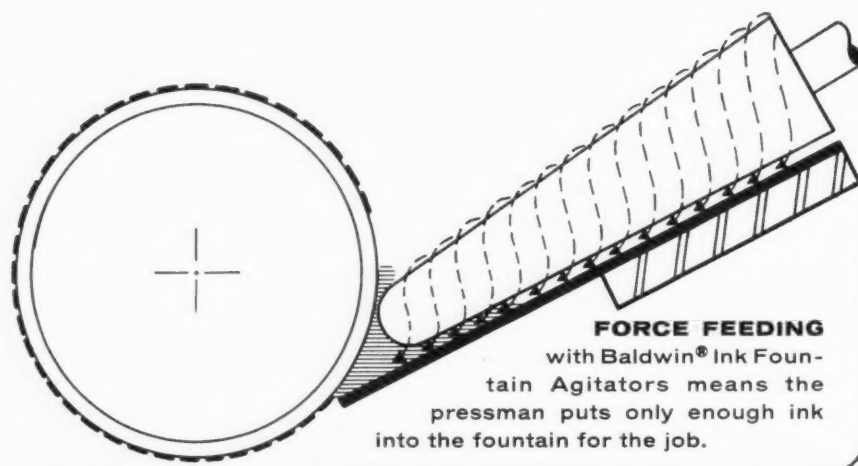
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Regensteiner Corp.
Barton Press
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Ris Paper Co.
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Meredith Publishing Co.
General Manifold & Ptg. Co., Inc.
National Carbon Coated Paper Co.
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Eastern Tablet Co.
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D. F. Keller Co.
Ken Cook Co.
American Bank Note Co.
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Lenz & Riecker
and more . . .

THE LAWSON COMPANY

Division of Miehle-Goss-Dexter, Inc.

2011 WEST HASTINGS STREET, CHICAGO 8, ILLINOIS





Here's why Baldwin® Ink Fountain Agitators save ink and help guarantee quality printing

The pressman who has to depend on gravity feed must load down the fountain with enough ink not only to print the job but to provide enough weight to feed ink. As shown below, a lot more ink often is needed for *pushing* than for printing.

As ink is used up, the flow becomes erratic: the roller is "starved" and color weakens. So the pressman has

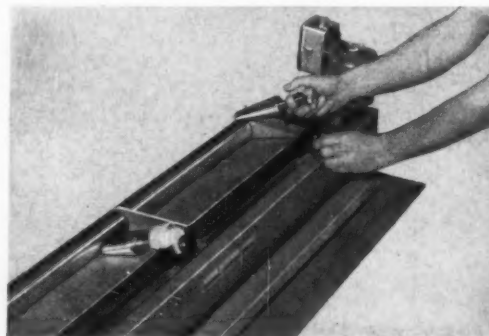


to add more ink merely to provide the weight needed to maintain flow.

It's a *different* story when a press is equipped with Baldwin Ink Agitators! The ink is *forced* from the large end of the cone where surface speed is greatest toward the small end—ink is *force-fed* to the fountain roller no matter how little is in the fountain. This means feed, color, *quality* always are uniform.

Other important advantages are: The separate motor drive keeps ink mixed even during press shutdowns so there's no ink-wasting skin to be fished out of the fountain. The Baldwin *cleans-in-a-minute* cone cuts downtime to a minimum. And, as the photo shows, adapting the Baldwin Ink Agitator to split-fountain work merely is a matter of "add a color . . . add a cone."

Yes, you save ink, paper, and time—on large or small presses; on long or short runs—with Baldwin Ink Fountain Agitators. And, in the bargain, you get better quality at less cost.



Baldwin Ink Fountain Agitators are licensed under Patent No. 2,234,754, other patents pending.

WILLIAM GEGENHEIMER CO., INC.

Manufacturers of Baldwin Ink Fountain Agitators • Baldwin Press Washers • Baldwin Water Stops • Baldwin Water Levels

80 Roebling Street
Brooklyn 11, New York
Phone: EVERgreen 8-5610

HERE'S A SENSATIONAL OFFER!

**NOW... for the first time...
from one source...**

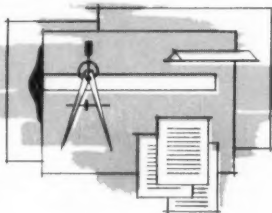
**YOU CAN COMPLETELY EQUIP YOUR PLANT AT
A SPECIAL PACKAGE PRICE AND HAVE IT ENGI-
NEERED TO MEET YOUR EXACT PRESS REQUIRE-
MENTS BY A RECOGNIZED LEADER IN GRAPHIC
ARTS ENGINEERING... **LANSTON****



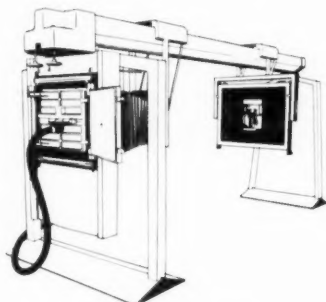
LAYOUT AND STRIPPING
TABLES



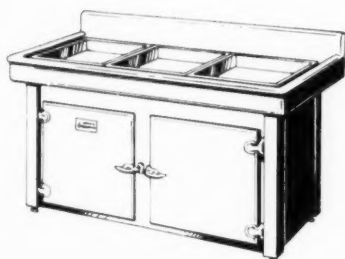
DOT ETCHING TABLES



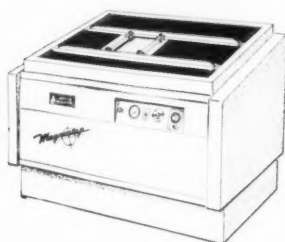
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LANSTON CAMERAMA



DARKROOM SINKS



MAGNASTEP
STEP AND REPEAT MACHINE



HORIZONTAL PLATE COATERS

Type set in Monotype—Century Schoolbook,
20th Century and Gothic No. 206

■ Lanston is the first and only manufacturer to offer a full line of plate making and camera equipment in a wide range of sizes, competitively priced, plus... an engineering-design service FREE to all printers and lithographers interested in establishing their own plate making departments or modernizing existing layouts. ■ The service includes scale blue prints showing the most practical arrangement for all equipment, fitted to your space. You simply tell us the make and size of your presses and the approximate dimensions of your available area. ■ We will prepare, without cost or obligation, a floor plan and list of all equipment required, with prices and... a special low cost package deal for the complete installation.

Note: *Lanston's flexible financing plans allow you to purchase or lease your equipment in the manner best suited to your particular needs.*



LANSTON MONOTYPE COMPANY

A Division of Lanston Industries Inc.

24TH AND LOCUST STREETS • PHILADELPHIA 1, PENNSYLVANIA
BRANCHES: Atlanta, Chicago, New York, Philadelphia

6 FEATURES MAKE UNIVERSAL A BONUS BUY



Here's why a Universal Strip Caster does more for less money than any competitive caster.

1. THERMOSTAT ... pot, throat and mold are thermostatically controlled to any temperature range.

2. WATER JACKET ... cools mold with no alkali problem, no clogging.

3. ORNAMENTAL RULE ADJUSTMENT ... with the simple turn of a screwdriver you can produce leader lines plus fancy rules and borders.

4. PULLER ... will not mar strip on either side. Stroke may be adjusted while casting.

5. MOLD AND SLIDE ... interchangeable slide matrix and mold design. 16 rule face may be run from a single rule mold.

6. DELIVERY ... rule is delivered face up ... produces 85 to 100 lbs of 2 pt. leads and up to 150 lbs. of 18 pt. per hour.

U

Write for Sample 2 pt. hairline rule and brochure to:
UNIVERSAL MONO-TABULAR CORPORATION

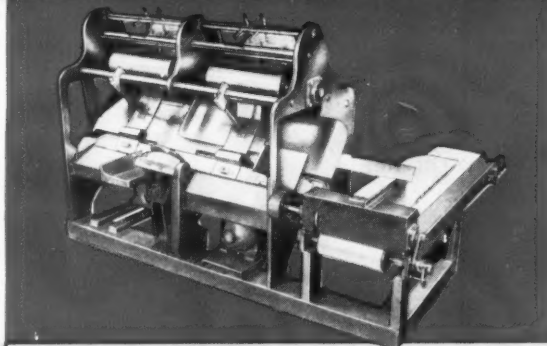
Manufacturers of Honig Multiple Broach and Universal Strip Caster
715 N. CENTRAL EXPRESSWAY • RICHARDSON, TEXAS

...and here's the **MAGNACRAFT** line!

HIGH SPEED PERIODICAL TIP-ON, WRAPPING AND LABELING MACHINES

SR-1 TIPPING MACHINE

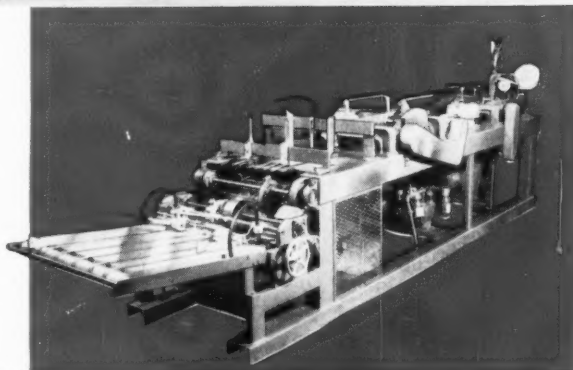
Applies tip-ons at speeds up to 7,000 per hour. Only one operator needed. Dead-on accuracy always. Handles tip-ons up to 12"x18". Also available in a 3-pocket model that tips to both sides of signature in one operation.



**PERFECT
REGISTRATION**
POSITIVE FEED
**TIP-ONS
12"x18"**
**SIMPLE
ADJUSTMENTS**
**ONLY ONE
OPERATOR**

MODEL E WRAPPING MACHINE

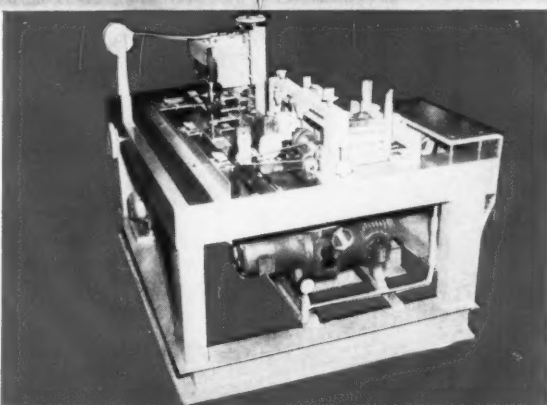
Wraps and/or labels magazines (Flat-wrap, Fold-wrap or Band-wrap) at high speed, uniformly tight and neat with label accurately placed. Will label single sheets; or wrapped or unwrapped magazines up to 1 1/4" thickness. Compact (12'x3') . . . easy to set up and operate. Larger, faster models available.



FLAT-WRAP
FOLD-WRAP
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ROTARY LABELING MACHINE

An extra-high speed, high production rotary cross feed labeling unit. Capable of top-precision performance at speeds up to 18,000 per hour. Equipped with dual-purpose labeling heads for handling either or both electronic and standard strips. Also available with straight feed; or with both cross and straight feeds.



HIGH SPEED
**PERFECT LABEL
ALIGNMENT**

ASK US for details on any or all of these cost-cutting units. No obligation. Write today.

T.W.&C.B. SHERIDAN CO.

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Exclusive Selling Agents

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NCR
no carbon required
Paper
TRADE MARK

"CHUCK" RICHARDSON, President of Dick Richardson Company.

SHOWN ABOVE are just a few of the many different types of accounting and business forms printed on NCR Paper.

"NCR Paper increased our forms volume 32%... best 'door-opener' we ever had." —Dick Richardson Company, Kansas City, Mo.

"We have been printing and supplying all types of accounting and business forms since 1921. We are always on the alert for new and better ways to serve our customers.

"Some time ago we began selling forms printed on NCR Paper. They were an immediate success with our customers. NCR Paper forms have become our most popular item and account for more profitable new business than any other single item in our line.

"We have had an increase in forms work volume of 32% since we started selling NCR Paper forms. And we find

NCR Paper is the greatest 'door-opener' we ever had. You always get attention when you tell a prospect how he can eliminate messy carbon paper. We believe NCR Paper is an extremely profitable item for any forms supplier to handle."

L. L. Richardson

President
Dick Richardson Company

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio
1039 OFFICES IN 121 COUNTRIES • HELPING BUSINESS SAVE MONEY

NCR Paper's market for business forms is tremendous! Investigate today. NCR Paper is available in sheet stock at local paper suppliers in bond, ledger and tag grades. For roll stock, write to: The National Cash Register Company, Dayton 9, Ohio.

*TRADEMARK REG. U. S. PAT. OFF.

National*
ELIMINATES
CARBON PAPER

35

Contact
your
nearest
Brown-
Bridge
merchant
today!

It's Great...
most versatile
gummed paper
you can use!



flat-as-a-pancake
GUMMED PAPERS

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Southwestern Paper Co.
242 Walnut St.

AKRON, OHIO
Cleveland Paper Co.
521 Metropolitan Bldg.

ALBANY, N. Y.
W. H. Smith Paper Corp.
46 Dangan Ave.

ALLENTOWN, PA.
G. A. Rinn Paper Co., Inc.
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ATLANTA, GA.
Whitaker Paper Co.
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Wyant & Sons Paper Co.
210 Walker St., S. W.

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Baltimore Paper Co.
106 South St.
Barten, Duer & Koch
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Bradley Reese Co., Inc.
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BIRMINGHAM, ALA.
Whitaker Paper Co.
1809 First Ave. N.

BOSTON, MASS.
Bradford Paper Co.
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Equity Paper Co.
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Herrington Paper Co.
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Caskie Paper Co., Inc.
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Virginia Paper Co., Inc.
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Brewer-Chilcote Paper Co.
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Cleveland Paper Co.
1640 Superior Ave.

COLUMBUS, OHIO
Sterling Paper Co.
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DALLAS, TEX.
E. C. Palmer & Co.
2201 Lewis St.

DAYTON, OHIO
Central Ohio Paper Co.
201 E. Sixth St.
The Jack Walkup Paper Co.
401 Hartford St.

DENVER, COLO.
Graham Paper Co.
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DES MOINES, IOWA
Western Newspaper Union
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E. C. Palmer & Co.
802 Walnut St.

INDIANAPOLIS, IND.
Central Ohio Paper Co.
530 E. Ohio St.

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KANSAS CITY, KAN.
Wyco Paper Co.
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Weber Paper Co.
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Southern Paper Co., Inc.
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LANSING, MICH.
The Dudley Paper Co.
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LINCOLN, NEB.
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22nd & Y Sts.

LITTLE ROCK, ARK.
Western Newspaper Union
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LOS ANGELES, CAL.
American Paper Co.
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California Paper Prod. Co.
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Premier Paper Co.
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NEW ORLEANS, LA.
E. C. Palmer & Co., Ltd.
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NEWARK, N. J.
Merling Paper Co.
270 Jelliff Ave.

NEW YORK, N. Y.
Capital Paper Co., Inc.
106 7th Ave.
David L. Engel
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OKLAHOMA CITY, OKLA.
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PITTSBURGH, PA.
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Fraser Paper Co.
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PROVIDENCE, R. I.
Providence Paper Co.
160 Dorrance St.

RICHMOND, VA.
Richmond Paper Co., Inc.
1175 Main St., East

ROCHESTER, N. Y.
Genesee Valley Paper Co., Inc.
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ROCK ISLAND, ILL.
C. J. Duffey Paper Co.
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ST. LOUIS, MO.
Central States Paper & Bag Co.
5200 Natural Bridge
Pioneer Paper Co.
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929 University Ave.

SALT LAKE CITY, UTAH
Western Newspaper Union
126 Pierpont Ave.

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A. C. Ross & Son Paper Co.
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SAN FRANCISCO, CAL.
Wilson-Rich Paper Co.
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SEATTLE, WASH.
Kaplan Paper Co.
3rd & Washington Sts.

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Western Newspaper Union
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Independent Paper Co.
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Cannon Paper Co.
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WICHITA, KANSAS
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YOUNGSTOWN, OHIO
Cleveland Paper Co.
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Clark Papers Ltd.
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Whyte-Hoake Papers, Ltd.
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WINNIPEG, MAN.
Clark Papers Ltd.
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HONOLULU
Paper Hawaii, Ltd.
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FOREIGN AGENT
Sharp Export, Ltd.
P. O. Box 538
Lynbrook, N. Y.

*New distributors are added
from time to time. If you
do not find one in your
locality listed here, write us
for current information.

THE BROWN-BRIDGE MILLS, INC..



TROY, OHIO

7/58

FREE

The new Reeves-Vulcan Blanket Guide can help you *cut costs and get added mileage from your offset blankets*. It lists the complete Vulcan line and shows you how to choose the *right* offset blanket for *every* job. The four new DUROFYNE blankets, specifically developed for printing on sheet metal, cardboard, and on paper with inks of high K.B. value, plus the present four grades of DUROFLEX blankets, gives Vulcan the most complete line of quality offset blankets in the world! With a specific grade for every specific job, Vulcan blankets give you better results every time. All the facts are yours *free* with the new Reeves-Vulcan...

BLANKET GUIDE!

Fill in the coupon *now* and get your FREE offset blanket guide. It's backed with pressure-sensitive adhesive and can be posted anywhere for easy reference.

REEVES
VULCAN
RUBBER PRODUCTS

Reeves Brothers, Inc., Vulcan Rubber Products Div.
1071 Avenue of the Americas, New York 18, N.Y.



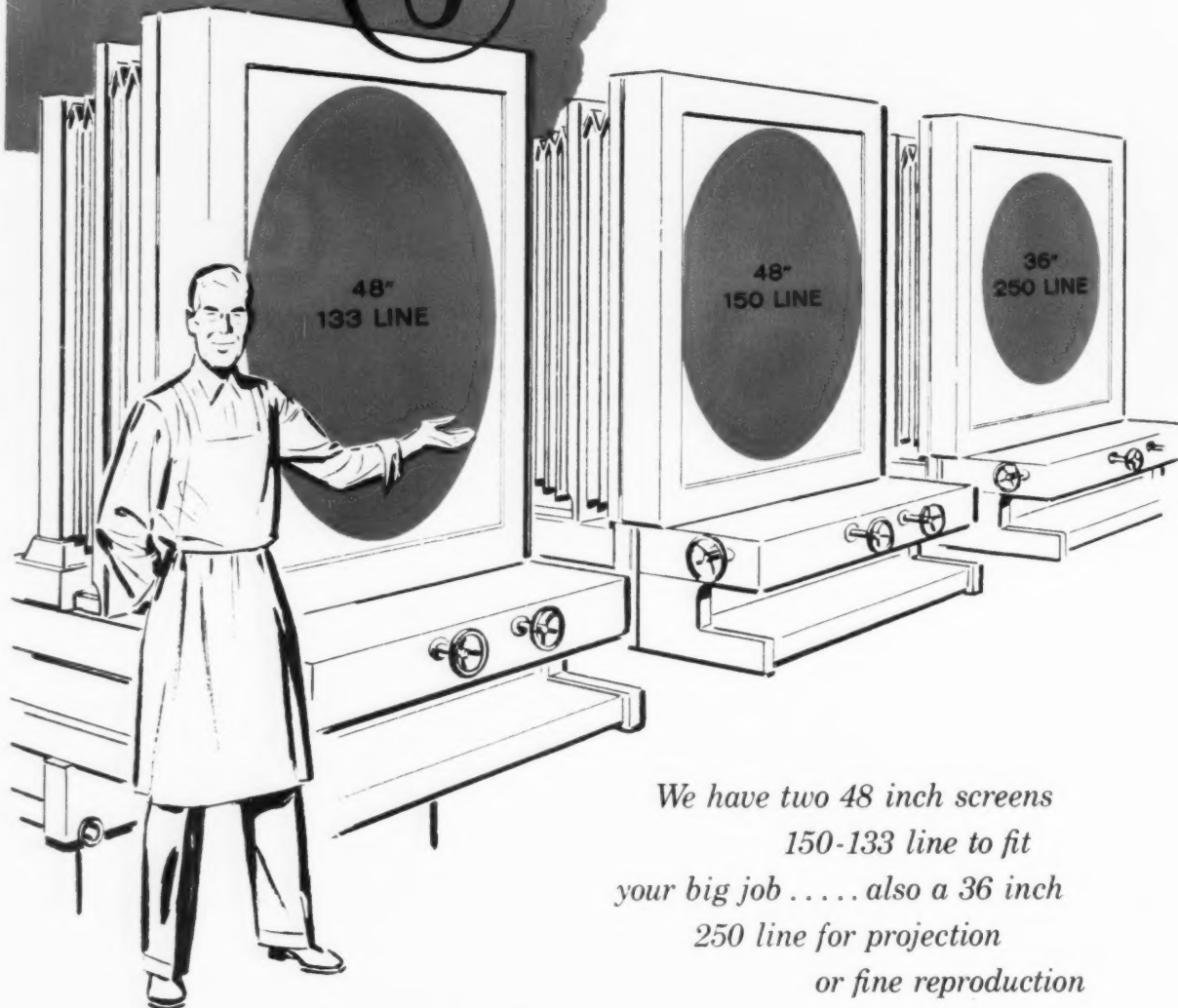
Dept. OB-2
REEVES BROTHERS, INC.
1071 Avenue of the Americas, New York 18, N.Y.
Please send me a FREE offset blanket guide

NAME _____ TITLE _____

COMPANY _____

CITY _____ STATE _____

3 big screens



*We have two 48 inch screens
150-133 line to fit
your big job also a 36 inch
250 line for projection
or fine reproduction*

A COMPLETE PLATE MAKING SERVICE FOR OFFSET, LETTERPRESS AND ANILINE

PROCESS COLOR PLATE COMPANY

1200 W. Monroe Street • Chicago 7, Illinois • Phone CHesapeake 3-2211

**DAY
&
NIGHT**



Keep your customers beautifully covered with Hammermill Cover

WHEN you print on durable Hammermill Cover, its firm, level printing surface and high brightness give extra sparkle that impresses customers. Illustrations, solids, type—whatever you print—all look better, letterpress or offset. It's unusually like-sided, too, for handsome, economical "work and turn" printing.

Hammermill Cover is made with Neutrancel®, the exclusive hardwood pulp developed by Hammermill. Neutrancel gives Hammermill Cover that important "feel" that pleases customers. And Neutrancel's strong fibers also

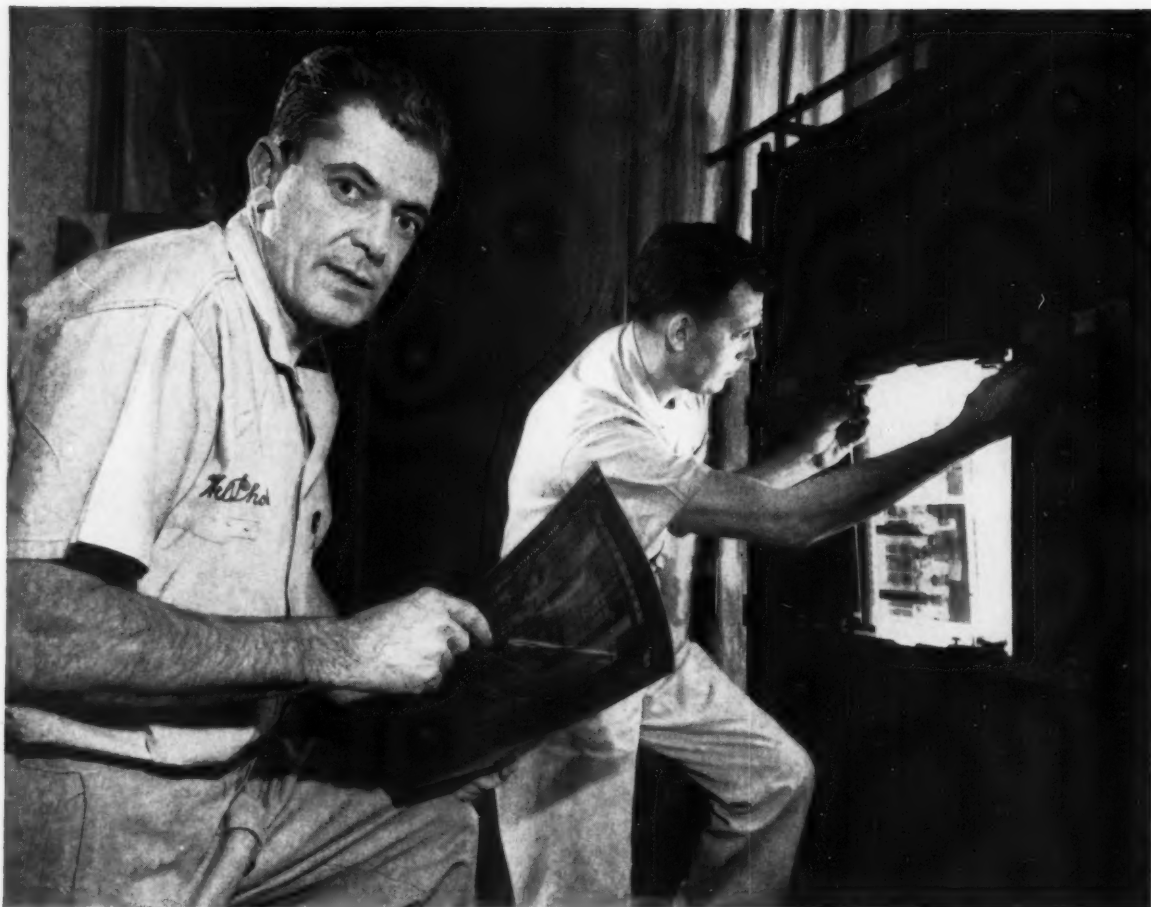
enable Hammermill Cover to take beautiful embossing, to score and fold cleanly and neatly. Hammermill Cover is available in 9 fade-resistant, like-sided colors and fluorescent "radiant white" available at no extra cost.

Suggest Hammermill Cover the next time you quote on a cover job. The name Hammermill makes your selling job easier. Send for the free sample book of Hammermill Cover. Shows weights, sizes and colors. And remember, for a cover job there's no paper like a good cover paper. Hammermill Paper Company, 1601 East Lake Road, Erie 6, Pa.

HAMMERMILL COVER

BY THE MAKERS OF HAMMERMILL BOND

FOR CATALOGS • BOOKLETS • MENUS • PRICE LISTS • FOLDERS • BROADSIDES • MANUALS



"Stable highlight masks on 'Cronar'

give us top results"

—Hugh Mackay, Camera Department Foreman, Wilbar Photo Engraving Company, Inc., New York, N.Y.

Wilbar is one of New York's leading photo-engravers. Since 1956, this company has been using .004" "CRONAR"* Ortho A Litho Film to make their highlight masks. Results? In Mr. Mackay's words:

"We no longer lose time in making camera adjustments to compensate for shrinkage or expansion of our film. Dimensional stability is assured with 'CRONAR'. In addition, we don't have to heat or cool masks to bring them back to size. Naturally, this saves a great deal of time and many headaches."

In making this type of mask, Wilbar contact-prints the original transparency onto "CRONAR" Ortho A. The film is then processed in a continuous tone developer, which provides a negative of low-density highlight areas and is used to correct these portions of the transparency for subsequent reproduction.

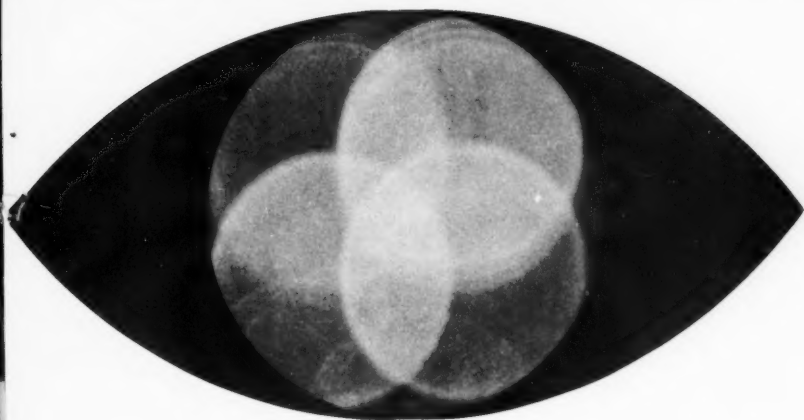
For thinness, versatility and stability *at regular acetate film prices*—investigate "CRONAR" Ortho A Litho Film. Ask your Du Pont Technical Representative for a demonstration, or write: E. I. du Pont de Nemours & Co. (Inc.), Photo Products Department, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada (1956) Limited, Toronto.

*Du Pont's trademark for its polyester graphic arts films.

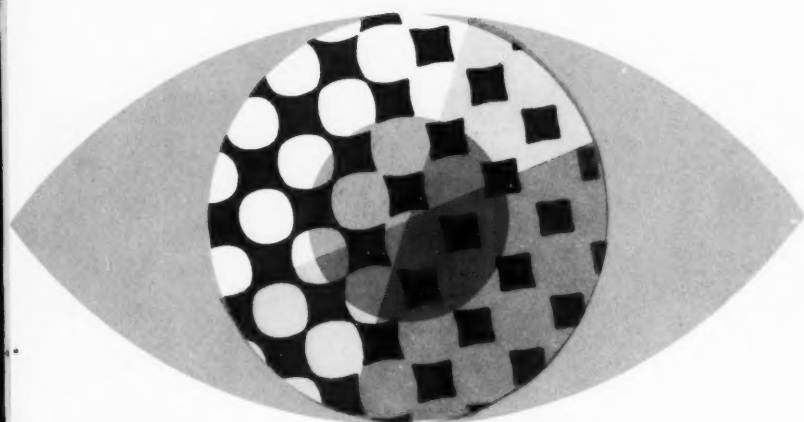
This advertisement was prepared exclusively by Phototypography.



Better Things for Better Living . . . through Chemistry



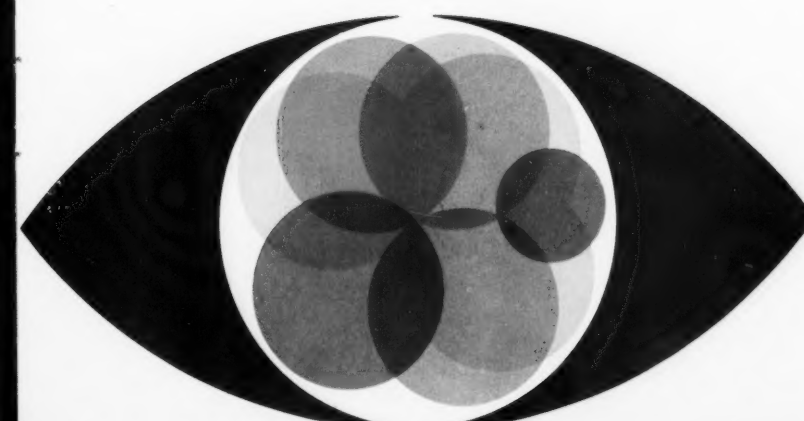
THIS...



IS



PENN / BRITE



OFFSET

the value sheet



Designer: Georg Olden,

Director of Graphic Arts for CBS-TV, was recently selected by the Japanese art magazine, Idea, as one of the fifteen leading graphic arts designers in the United States. Among Mr. Olden's many professional awards are gold medals by the New York and Philadelphia Art Directors Clubs for "outstanding contributions to TV graphic art direction."

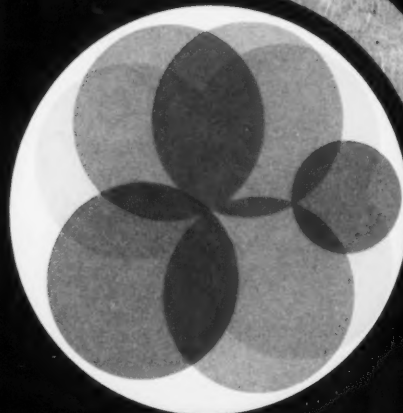
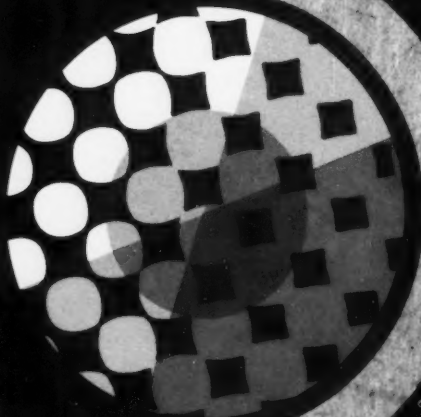
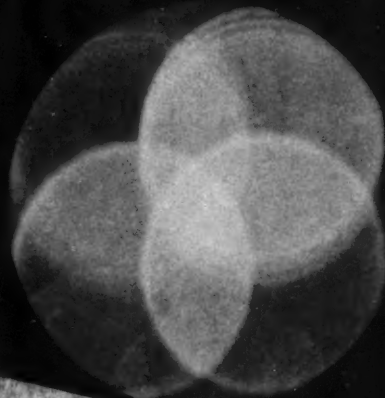
New York & Penn commissioned designer Georg Olden to create this insert, and to incorporate in it practically all of the demands on the printability of paper which could be encountered.

See for yourself how faithfully Penn/Brite Offset has reproduced each of his design elements . . . how well it has passed his "torture-test."

Penn Brite Offset is the white, bright, *value* sheet that comes to you moisturized and double-wrapped. Write for new, complimentary swatch book and the name of your nearest distributor. New York & Pennsylvania Company, 425 Park Avenue, New York 22, New York.

NEW YORK AND PENN

PULP AND PAPER MANUFACTURERS

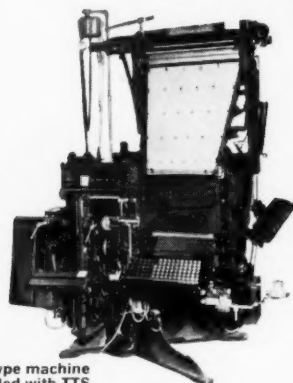


It pays to **AUTOMATE** your Linecasting Machines with **TELETYPESETTER**

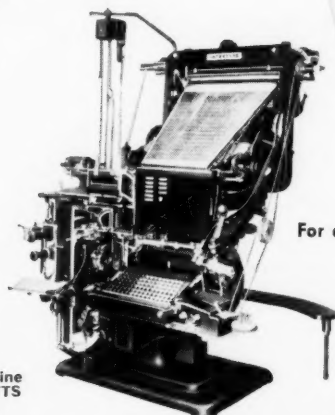
**A
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N**



Teletypesetter Perforator



Linotype machine
installed with TTS
Operating Unit



Intertype machine
installed with TTS
Operating Unit

Here's why:

- 1 DOUBLES OUTPUT** of type. One TTS equipped linecasting machine will give the same production as two manually operated machines, and with only one linecasting machine upkeep.
- 2 SOLVES PROBLEM** of finding experienced operators. With a TTS system a good touch-typist sets copy in tape form.
- 3 CUTS OVERTIME.** Typist can punch tape at a rate of a galley or more type per hour after just two weeks practice. After six months, most operators can produce 400 or more lines per hour.
- 4 VERSATILE COMPOSITION.** With TTS you can easily set run arounds, box scores, centered or flush left subheads, and tabular matter in any column width up to 30 picas.
- 5 SIMPLE TO MAINTAIN.** Any machinist of average mechanical ability can easily maintain TTS equipment.
- 6 PROVED IN USE.** Teletypesetter has been providing *automation* to daily and weekly newspapers since 1932.

For complete information and descriptive brochure, write:

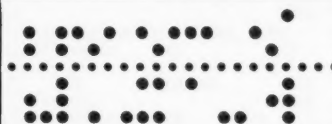
FAIRCHILD
GRAPHIC EQUIPMENT

Fairchild Drive, Plainview, L. I., N. Y.

TELETYPESETTER

REG. U. S. PAT. OFF.

== TTS ==





Twenty-Four Hours a Day, a bilingual staff broadcasts in English and French from CKVL, Montreal. Shown here is their 50,000-watt AM transmitter built by our Gates Radio subsidiary. Incidentally, most of their equipment is of Gates manufacture.



Over a Thousand Miles Away, in St. Louis, Missouri, Warwick Typographers, Inc., is also working most of the day around the clock. This leading firm operates a battery of five Intertype Fotosetters two shifts to meet the growing demand for type on film.

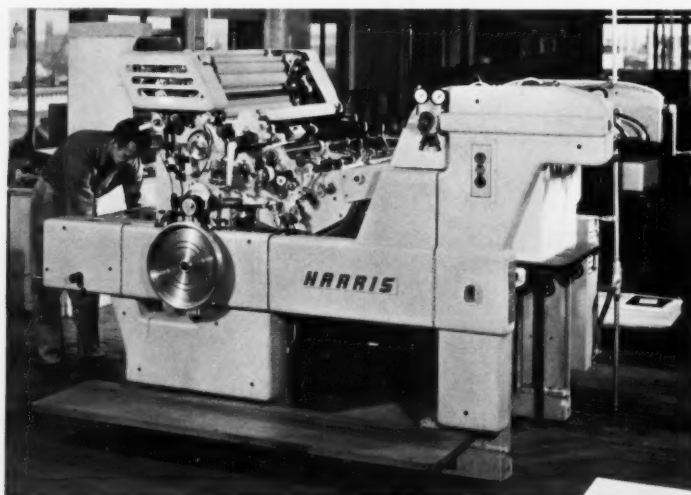
What's going on at HARRIS-



Over in Tennessee, International Playing Card and Label Company, of Rogersville, has one of the first models of our Seybold Saber equipped with a new safety treadle. The new treadle makes it next to impossible for the hydraulic clamp to be operated accidentally.

Up in Racine, Wisconsin, Western Printing and Lithographing Company is fulfilling in the most practical way requirements for greater richness of color and special effects. They've just installed a 5-color Harris offset press with double delivery.

Meanwhile, in Ohio, one of the first models of a new press is in operation at Horn-Ohio, creative lithographers in Cleveland. This is the new Harris 20 x 26" single-color offset press equipped with feed rolls... a feature previously available only on larger presses. This new press rounds out the Harris line of small offset presses.



HARRIS-INTERTYPE CORPORATION

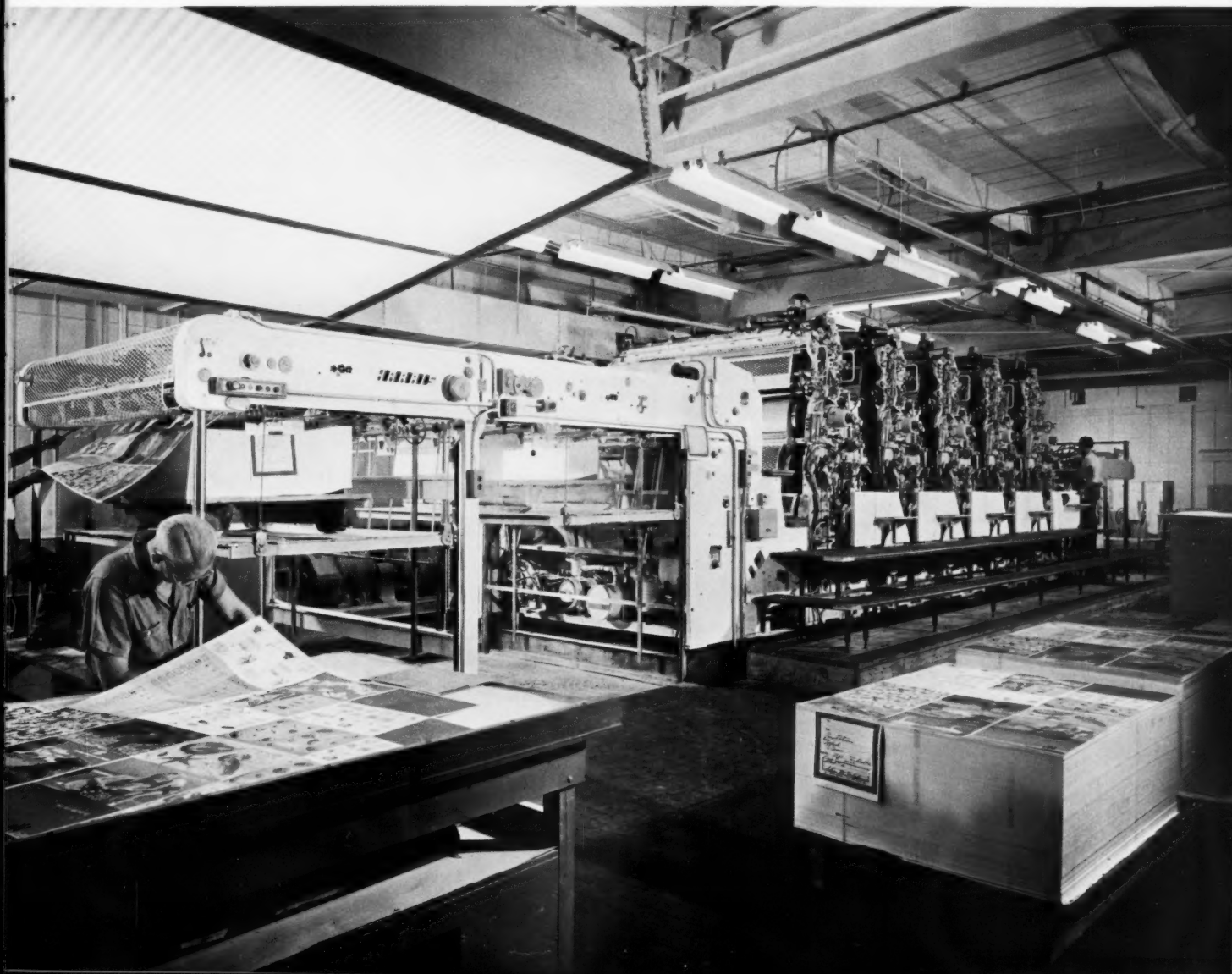
General Offices: 55 Public Square, Cleveland 13, Ohio

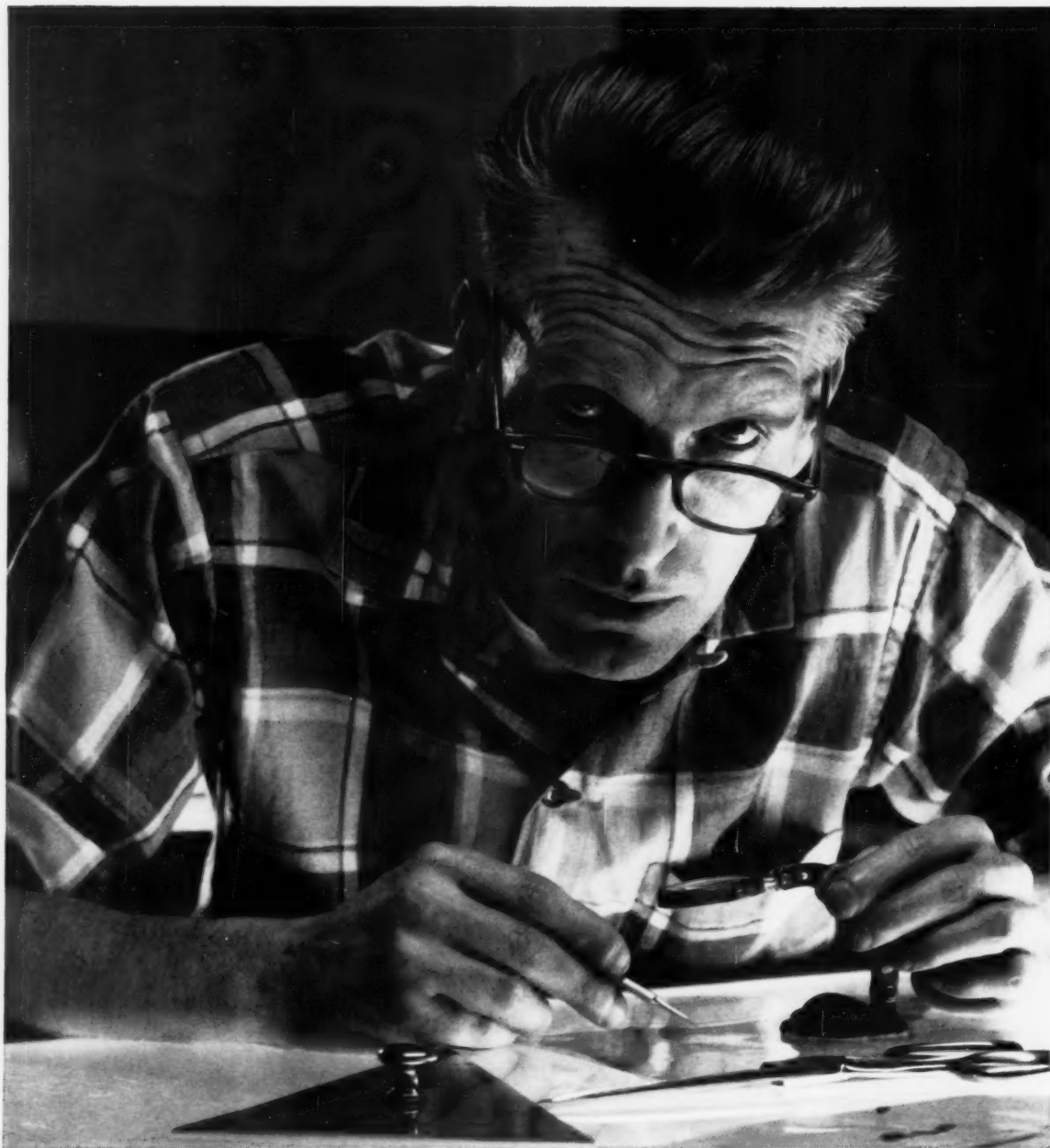
Harris Presses • Intertype Typesetting Machines • Cottrell Presses • Seybold Cutters
Macey Collators • Harris Chemicals and Sensitized Plates • Gates Broadcasting Equipment



Back East, at Easton, Pennsylvania, Mack Printing Company has just completed installation of a Cottrell shorter-run web letterpress. Mack prints more than 50 technical publications, including the weekly 100,000 copies of *Chemical and Engineering News*. The new press slices as much as 50% from press time which allows the magazine two or three more days for late news.

INTERTYPE *(As seen in action from Quebec to Missouri)*





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tion and Ansco Stripping Film Cement . . . they are all specially formulated for the ultimate in workability. Depend on Ansco whenever quality is important. Ansco, Binghamton, New York. A Division of General Aniline & Film Corp.

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Graphic Arts Products



COLOR PHOTOGRAPH BY ANTON BRUEHL

Christmas!

have a happy one

from the makers of HOWARD BOND *and...*



COLOR PHOTOGRAPH BY ANTON BRUEHL

...MAXWELL OFFSET...*Happy New Year, too!*

HOWARD PAPER MILLS, INC. • DAYTON, OHIO



NEWSLETTER

UP-TO-DATE BUSINESS NEWS OF INTEREST TO MANAGEMENT IN THE PRINTING AND ALLIED INDUSTRIES

1959 Prospects Looking Up For Printing Industry

Things are looking up for the commercial printing industry for 1959 . . . you can read it for yourself in January IAPL in a special report by Horace Hart, director of the Printing and Publishing Industries Division of the U.S. Department of Commerce. See also special statements by presidents and executive secretaries of all major national, state, and city graphic arts associations . . . part of IAPL's annual feature, "What's Ahead for '59?"

ALA And ITU Sign Mutual Co-operation Agreement

Amalgamated Lithographers of America and International Typographical Union have just signed mutual co-operation pact . . . established \$100,000 fund and co-ordinating committee. Both unions said they hoped their action would lead to similar agreements among all unions in printing industry. See January IAPL for full details.

Recession About Over, Most Economists Agree

Recession seems over to most business leaders but traces remain in some sections (New England, for example) and in some industries. Recovery to date fairly sharp but leveling off in spite of record Christmas sales . . . upswing will probably continue after first of year, economists predict, but perhaps at lesser rate. Nothing startling in the air.

NYC Printing At New High

Printing sales reached new 1958 high for October in New York metropolitan area . . . but 5% below level for same 1957 month. Ten months' sales, down 4.2%, ran at \$1.126-billion annually compared with \$1.175-billion for same 1957 period.

LPNA-Label Makers Merger Set For Dec. 19 Approval

Merger of Label Manufacturers National Assn. & Lithographers and Printers National Assn. (old LNA) set for Dec. 19 when LPNA board is scheduled to approve . . . Label directors have already okayed merger. See January IAPL for details.

Federal Spending Higher; No Tax Cuts In Sight

Entire U.S. economy will be bolstered by continuation of high rate of federal spending . . . no letdown in sight, may go on for another two years. No cut in taxes in offing for 1959, maybe not for 1960 but that's still vague. Don't look for any cuts in income or corporation taxes now.

(Over)

NEWSLETTER

(Continued)

More Postal Rate Boosts Go Into Effect Jan. 1

Some postal rate increases go into effect Jan. 1 . . . third class circulars will cost 14% to 33% more. Many businessmen planning now to make heavy mailings before year end at present rates so check your local merchants for their needs at once. Magazine and newspaper rates go up Jan. 1 by 10%. Higher Railway Express rates after first of year, too.

Census Of Manufactures To Start In January

1958 Census of Manufactures will be conducted in January. All phases of graphic arts will be included . . . so do your best to give complete co-operation when you get blanks. It's important that a complete and clear picture of graphic arts industry evolves as result of Census activity.

Minimum Wage At \$1?

Minimum wage likely to stay at \$1 . . . unions may not get \$1.25 they want. Administration won't stand for boost but may back extension into retail field with no overtime.

Flexographic Technical Assn. To Meet Feb. 5-6

Flexographic Technical Assn. stages first annual meeting and technical forum Feb. 5-6, Hotel Biltmore, New York City . . . technical sessions deal with ink solvents, ink distribution systems, automatic and manual ink viscosity controls.

240 Attend PIA Fourth Production Conference

More than 240 attended PIA's Fourth Production Conference in Chicago Dec. 4-5 . . . three-day seminar on production management training preceded conference. See January IAPL for full details.

New ALA Brochure Out

"Changing Look in Litho" is name of new brochure just out . . . by Amalgamated Lithographers of America, it predicts spectacular growth of this industry through next decade. One edition issued for U.S. and one for Canada.

Here's Handy Guide To Promote More Sales

Here's something to help promote printing sales. It's handy reference to special trade promotion events, holidays, and other significant national observances. "Special Days, Weeks and Months," formerly issued by National Chamber of Commerce, is now available directly from publisher, Apple Tree Press, 2322 Mallery St., Flint, Mich. \$1 each.

Small Business Tax Guide

"Tax Guide for Small Business, 1959 Edition" might be of help to you. It's 35¢ from Supt. of Documents, Dept. T, Govt. Printing Office, Washington 25, D.C.



New plant of Press of H. N. Cornay has 38,000 square feet all on one level; air conditioning and humidity control are built into factory-type structure

H. N. Cornay Builds Specialty Label Plant

- Press of H. N. Cornay, 32 miles outside New Orleans, also specializes in advertising color work
- New building is air conditioned and humidity controlled; letterpress equipment used exclusively

In a building so new that he has scarcely had a chance to landscape the grounds, Harold N. Cornay, recently elected national treasurer of Printing Industry of America, Inc., is now operating his Press of H. N. Cornay just 32 miles outside New Orleans. Considered the leading label and advertising color plant in the south, the company was originally located in the downtown section. The new building is actually in a section called Reserve, 49 miles east of Baton Rouge on the Airline Highway (U.S. 61).

Cornay customers are now served by salesmen working out of sales offices in New Orleans and Baton Rouge. The new plant has direct telephone connections with New Orleans. Buyers in New Orleans simply dial a regular telephone number and the Cornay plant is seconds away by telephone and minutes away by personal call, Mr. Cornay explained.

Space Restricted In New Orleans

Back in 1954 it became apparent to Harold Cornay that he was going to have to enlarge his facilities. The building he had constructed in 1946 at 500 Hagan St. in New Orleans was, even then, inadequate because there was no space in which to expand.

Mr. Cornay made a market study of the potentialities of his area with particular attention to his specialty of printed labels. The plant also does a considerable volume of advertising printing. The study confirmed his opinion that the immediate

future looked very good but in order to meet the challenge his plant would have to have between 35,000 and 40,000 square feet of space. Because of the climate such a structure would have to be air conditioned and humidity controlled; it would have to be located on a major highway and would have to have a rail siding to receive material in carload lots.

As he developed his plan further, Mr. Cornay began to look outside the actual city limits of New Orleans for a location for the proposed plant. Because his salesmen were traveling a more and more extensive territory, which has now grown to seven states, and because he himself was selling national business even outside that territory, Mr. Cornay concluded that he could locate some distance outside New Orleans.

Several years ago Webb and Knapp of New York purchased 32,000 acres 30 miles west of New Orleans on the Airline Highway between New Orleans and Baton Rouge. There they proposed to build a major industrial area for large and

small diversified industry. Knowing that Mr. Cornay was planning a new plant, Webb & Knapp approached him and arranged a preliminary agreement for constructing a building to Mr. Cornay's specifications. The building would be owned by Webb & Knapp but leased on a long-term basis to Mr. Cornay.

Again Mr. Cornay carefully surveyed his customers and concluded that moving 32 miles out of the city of New Orleans could be justified if he could get the kind of plant he wanted.

Decided To Continue Labels

Inasmuch as he was doing a sizable volume of label business, Mr. Cornay decided to continue labels as the basic product of the plant but would diversify somewhat with other long-run printing, either advertising or publications or anything in a related field that his salesmen could sell.

Then Mr. Cornay was faced with another problem. Should he diversify his letterpress operation and become a combination plant? After careful study of his

Harold N. Cornay is president of Press of H. N. Cornay and new treasurer of Printing Industry of America. Grace Burris, his secretary, helps him run printing plant he built near New Orleans





- 1 CONFERENCE
- 2 H.N. CORNAY PRES
- 3 TOILET
- 4 HALL
- 5 CLOSET
- 6 CLOSET
- 7 HALL
- 8 SECRETARY
- 9 LOBBY
- 10 H.N. CORNAY VPRES
- 11 DIR. OF MFG.
- 12 HALL
- 13 PRODUCTION MGR
- 14 OFFICE MGR
- 15 GEN. OFFICE
- 16 SALES MGR
- 17 CREATIVE DIR
- 18 ART DEPT.
- 19 VAULT
- 20 CORRIDOR
- 21 RECORDS
- 22 PROOF READING
- 23 IBM OFFICE
- 24 QUALITY CONTROL

- 25 HALL
- 26 FIRST AID
- 27 TOILET
- 28 TOILET
- 29 DINING and PLATFORM
- 30 STORAGE
- 31 WOMEN'S LOUNGE
- 32 WOMEN'S LOCKERS
- 33 VESTIBULE
- 34 WOMEN'S TOILET
- 35 JANITOR'S TOILET
- 36 MEN'S LOCKERS and TOILET
- 37 SUPERINTENDENT

Floor Plan Of Press Of H. N. Cornay

experience, economics, and of the future products of research, he concluded that he would stay in letterpress but would expand further with multicolor equipment. With this thought in mind he decided on Cottrell rotaries.

The next step was to design the kind of plant he had in mind. His idea was that it should be a very efficient *manufacturing plant*, and not one dedicated to the usual concept of a printing plant. He determined on a size of 38,000 square feet and a location 32 miles west of New Orleans and 49 miles east of Baton Rouge on the Airline Highway in an area that appears certain to become one of the major industrial developments of the nation.

Building Leased For 25 Years

The new building is wholly owned by Gulf States Land and Industries Inc., a subsidiary of Webb and Knapp, and is leased to Mr. Cornay for 25 years with two five-year options. All air conditioning, humidity control, and mechanical equip-

ment for the operation of the building was installed by Gulf States. The only equipment paid for outright by Mr. Cornay was a cyclone waste paper collection system and a dust collection system to remove no-offset spray residue. Five acres of ground have been left vacant for future additions to the plant.

The new building was designed to be a completely integrated printing plant with adequate warehouse facilities and with efficient materials handling. The final layout was developed so that work would flow in a giant U-shaped pattern. The flow plan begins with the rail siding in the warehouse on the east side of the plant, proceeds through the pressroom and into the bindery, then to truck shipping on the west side.

Of the 38,000 square feet, about 7,000 square feet are used for offices, service and recreational areas, and dressing rooms; another 7,000 square feet are taken up in the warehouse and storage area, and the remainder in the manufacturing section.

Building construction is of a type known as "tilt-up" concrete. The concrete floor slabs are poured. On top of them forms are laid for casting the walls, which

are then tilted up into position. Prestressed concrete beams are cast in the contractor's yard and hauled to the location where they are hoisted into position on top of the columns. On top of the beams, roof slabs, poured on the job site, are placed.

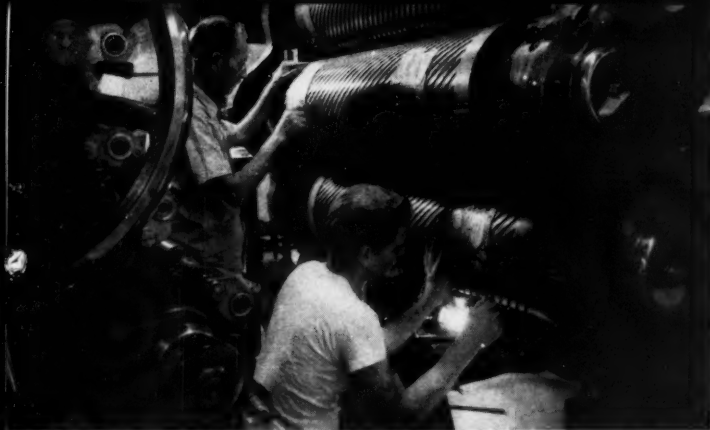
Building Almost Windowless

The building is windowless except for the dressing rooms, two picture windows in the recreation room-lunch room, and one big window in the manufacturing area on the west side of the building. Mr. Cornay said the last-named window was put in for psychological reasons, and if he had it to do over again he would not install it. The building has an average light intensity of 60 foot candles over the entire manufacturing area.

Equipment in the building can maintain an automatic temperature range the year around of between 75 and 80 degrees; it can be adjusted for winter and summer. Relative humidity can be maintained between 55% and 58% in the summer months and 45% to 48% in the winter months, all on automatic cycle.

Harold N. Cornay (center) discusses job in conference room with (l. to r.) Randell Genung, art director; William Saunders, plant superintendent; Raymond R. Armstrong, vice-president and director of manufacturing, and Lawrence H. Smith, production manager. Picture at right shows main reception room





Above left: H. N. Cornay, Jr. (seated), pressman, believes in learning the business from the ground up, looks at new Cottrell five-color with Harvey Peyton. Above right: William Saunders (left), superintendent, and Raymond R. Armstrong, director of manufacturing, shown here checking some progressive proofs

The Press of H. N. Cornay operates on a three-shift, five-day-a-week basis with 70 employees. When the plant was moved to the Reserve area, six old employees left the company because they did not care to move or to commute. Eight or ten employees have moved to sections near the plant and the rest are commuting; in the latter group, five or six persons are planning to move in the near future.

600 Want To Work For Cornay

About 15 persons in the local area have been hired as replacement help, and Mr. Cornay said he had over 600 applications from persons interested in learning the printing business and working for him.

The Cornay composing room operates on the basis of makeup and lockup with only a small amount of hand-set type. There is no typesetting machinery as nearly everything is purchased from trade plants. The latest Vandercook proof press equipment is used for preproofing all plates, both originals and electrotypes, for checking for high standards of etching, general quality, and color.

The pressroom includes two Miehle Verticals, one TW Miller two-color 21x28, one Miehle #41 two-color 26x41 sheet-fed, one Cottrell two-color 36x48 rotary, and one Cottrell five-color 36x48 rotary. The plant has been coating its own rollers, using the Ideal Roller Coating System, for the past ten years and finds it a very satisfactory operation, according to Mr. Cornay.

Bindery equipment includes a Brackett Trimmer, a Seybold automatic spacing paper cutter, PMC die-cutting machine, an Auto-Stitcher, and other necessary supplementary equipment.

President and general manager of the Press of H. N. Cornay is Harold N. Cornay himself. E. N. (Jack) Cornay is vice-president in charge of financing and accounting. Ray Armstrong, vice-president and the director of manufacturing, start-

as Garatie is night superintendent for the company.

Mr. Cornay is quick to give credit to his executive team who helped to plan the new building step by step and who operate the plant so efficiently under his direc-



Lawrence H. Smith (left) is production manager for Press of H. N. Cornay; R. R. Armstrong (center) is vice-president, director of manufacturing; J. A. Reynolds is secretary-treasurer and office manager

ed with the company 21 years ago as a delivery boy and worked his way up through the plant, principally in the pressroom, to night superintendent, then plant superintendent, and finally to his present position. He is in charge of all planning, production, and the entire plant operation.

J. A. (Tur) Reynolds is secretary-treasurer of the company; he is also office manager and runs the accounting and financing operation. He has been with the firm for about 11 years and prior to that kept the company books on a part-time basis.

Lawrence H. Smith is production manager and has charge of estimating, production planning, and customer service.

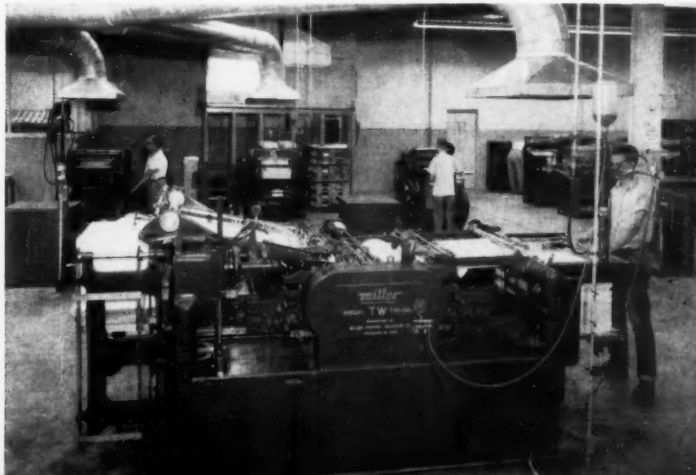
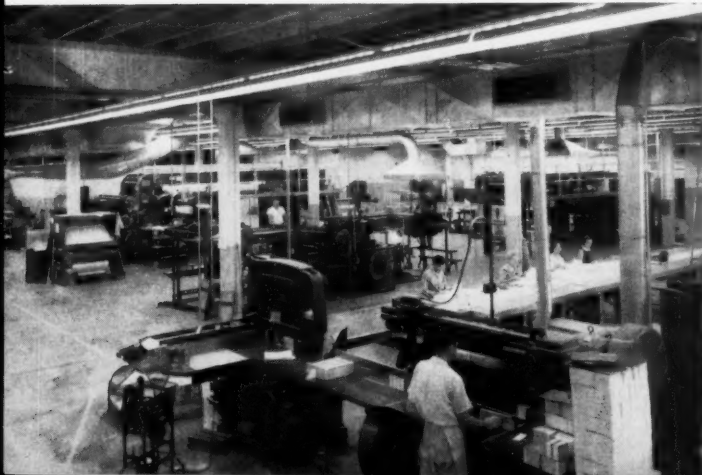
William Saunders is the plant superintendent in charge of production; Thom-

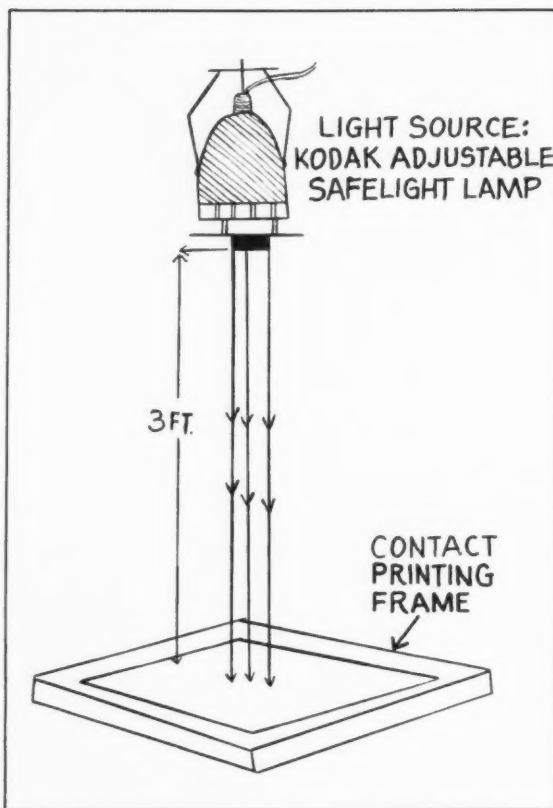
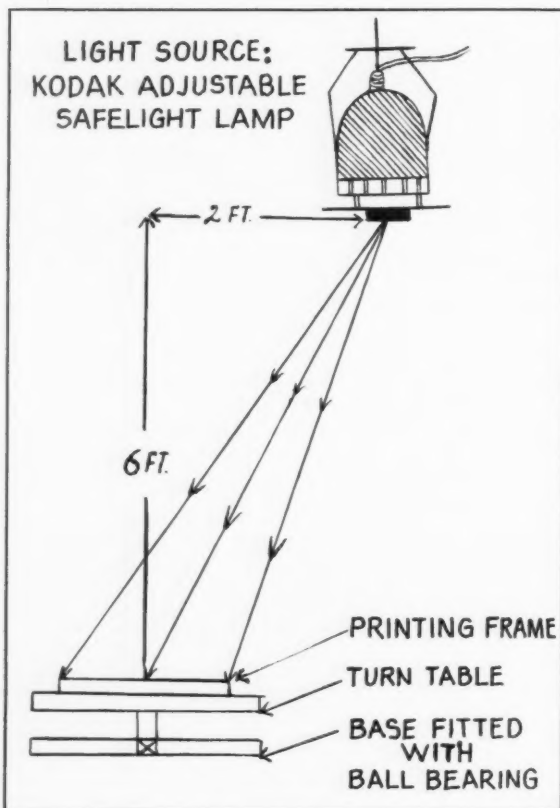
tion. "I could never have done it alone," he averred.

Harold N. Cornay is very active and believes heartily in trade association work. His firm is a member of Printing Industry of America, Inc., Printing Industry of New Orleans, Southern Graphic Arts Association, Label Manufacturers National Association, and the American Institute of Graphic Arts. He was recently selected by THE INLAND PRINTER as one of the 75 top leaders of the printing industry in the United States.

Mr. Cornay was a member of PIA's original board of directors and has been active in the Master Printers Section for many years. He was first president of the Printing Industry of New Orleans.

Below left is a general view of the bindery and pressroom in the new plant of the Press of H. N. Cornay; at right is job pressroom showing Miller two-color





Left illustration shows a rotation turntable set up for making unsharp masks; illustration at right is a contact printing frame for making unsharp masks

Masking Techniques For Reflection Copy

- Here is a step-by-step discussion of the procedures outlined last month for masking techniques
- Equipment for making separation negatives includes camera, grey scale, reflection densitometer

Second Of A Series On Modern Masking

By Gyan P. Madan

Carnegie Institute of Technology, Pittsburgh

Continuous tone separation negatives are made in a camera on a continuous tone panchromatic type photographic material from the original to which grey scale and color patches are attached. In attaching the grey scale to the original, one must bear in mind that its density range must be equal to the density range of the original. If a grey scale having a greater range is used, then it can be made approximately equal by covering up the unwanted steps. If a reflection densitometer is available, then it can be done with full accuracy; otherwise, one can also judge it visually, a method which won't be too inaccurate.

Since these continuous tone negatives have to be masked, the next important step is to determine their correct density range. It is important that the worker cal-

culate the density range of each continuous tone negative before he can take any step in exposure or development. The factor of density range depends mainly on the printing process to be used. To suit the printing process, the range of final positives must be determined. For letterpress or rotogravure a range of 1.2 is desirable, while for offset lithography a range of 1.3 to 1.7 is needed.

As our work is mainly related to offset lithography, in the following table we will show how one can calculate the required density range for the separation negatives and the masks.

Now the table below shows that the separation negatives should be made with a density range of 2.10; the highlight density should be 2.4 and shadow density should be 0.30. Having done this, we can

	Range	Shadow & Highlight Densities	
Range required in final corrected positive	1.40	1.70	0.30
Range required in separation negatives (This is 50% higher than the positives)	2.10	0.30	2.40
Range of positive masks (This is usually taken between 30% and 40% of the range of separation negatives)	0.70	0.90	0.20
Combined range of negatives plus masks	1.40	1.20	2.60

Photographic Material Used	Negative	Exposure	Developer Used	Development Times in Minutes	Densities Required
Kodak Separation Negative Plate Type 1	Red filter #25	15	DK 50	5½	0.3-2.4
	Green filter #58	18		6	0.3-2.4
	Blue filter #47B	7		8	0.3-2.4
	Black printer				
	#25	5		5	0.3-2.4
	#58	6			
	#47B	3			

now proceed to make the separation negatives. The exposure and development times which were found most useful in our work are given in the following table and will be found useful by readers. Our original consisted of an Ansco Color print.

Although in this case the photographic material chosen was Kodak Separation Negative Plate Type 1, we have also done work on such films as Kodak Separation Negative P.B., Ansco Isopan, and Du Pont's newly introduced Cronar Base Panchromatic Film for making separation negatives from reflection copy and have found them equally suitable. There is very little difference in exposure and development times.

Filters used in this case were Kodak Wratten No. 25, 58 & 47B.

Exposure time is shown in seconds and was based on f/32, using two 35-ampere white flame arc lamps at 40 inches and at an angle of 45 degrees. Densities were measured on a Weston Photographic Analyzer. Other makes of densitometers are available and one can choose from them according to his own needs. The following list of densitometers will be found useful by readers:

Baldwin Density Unit: It is manufactured by Baldwin Instrument Co., Ltd., Brooklands Works, Dartford, Kent, England, and has three accessories, namely: transmission densitometer, reflection head for reflection density readings, and a photometer unit. Densities up to 4 can be read with $\frac{1}{16}$ th aperture and those up to 6.0 may be measured by changing the aperture to $\frac{3}{16}$ th inch.

Kodak Process Densitometer: Made by Eastman Kodak Co., Rochester, N.Y. This is an electric comparator type densitometer used for measuring transmission density, but is also adaptable for reflection densities and for use as a photometer.

Photovolt Densitometer: Manufactured by Photovolt Corp., New York City. It is an extremely accurate direct-reading densitometer which, besides the transmission unit, has as accessories a reflection head for reflection density readings and a photometer for light measurements on small areas in the focal plane of cameras.

Densichron Densitometer: Manufactured by W. M. Welch Scientific Co., Chicago. This is a direct reading densitometer

with attachments for transmission, reflection and photometer readings. It is easy to operate.

The New Macbeth-Ansco Electronic Densitometer Model 12A: Manufactured



Macbeth-Ansco No. 12 Electronic Densitometer

by Macbeth Corp., P.O. Box 950, Newburgh, N.Y. It is the only instrument available with direct-reading linear density scale full range 0 to 4.0, providing direct measurement read at a glance; it has a calibration accuracy of ± 0.02 density over the entire range. It is applicable for

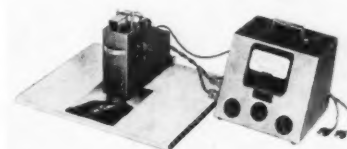
Densichron Transmission Density Unit has attachments for transmission, reflection, photometer readings



transmission and reflection density measurements and also for photometric measurements of light sources.

The next step is to make from these separation negatives the contact positives which will be used as the masks.

Unsharp or diffused masks are generally preferred. The diffusion offers the advantage of greater ease of registration with an apparent increase in detail.



Direct-reading Photovolt Reflection Densitometer

There are two methods of making diffused or unsharp masks. One is the use of a rotating contact frame in which diffusion of the image is assured by placing a .006-inch spacer between the negative and the sensitive emulsion during exposure while rotating the frame on the turntable. The other is the use of a contact printing frame in which the diffusion effect is obtained by placing a .003-inch Kodapak Diffusion Sheet between the separation negative and the sensitive emulsion.

Although both the methods are equally good, the rotation method is usually recommended for halftone work. An unsharp mask made by the rotation method increases the sharpness of fine detail and thus compensates for the breaking up of detail by the halftone screen.

The masks in the present instance should be made by the contact diffusion method. The matte surface of the diffusion sheet is faced towards the separation nega-



Desichron Reflection Density Unit is also a direct-reading instrument. See unit on preceding page

tive. The sensitive emulsion or film for this purpose can be either Kodak Commercial P.B. film, Ansco Commercial Type 282, or Du Pont Cronar Base Blue Sensitive Masking film. If the operator prefers to use glass plates, he can use Kodak 33 plates.

The exposure is made either by a Kodak adjustable safelight or by a Kodak darkroom lamp. If a Kodak darkroom lamp fitted with a 15-watt bulb is used, then an exposure of 15 seconds at a distance of three feet from the contact frame on any of the above mentioned photographic material will be found all right. Masks thus exposed are developed in Developer DK-50 (1:2) for two to two and one-half minutes. After fixing, washing, and drying, the density range of the masks is measured. It should possibly have a highlight density of 0.20 and a shadow density of 0.90.

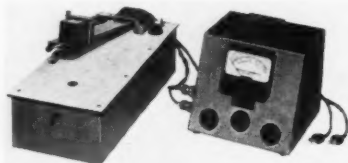
At this point in making a negative the shadow density is controlled by exposure and the highlight density by development. An increase or decrease in exposure will bring an increase or decrease in the shadow density and an increase or decrease in development will bring an increase in highlight density.

For example, the operator in producing a negative of a certain density range may obtain a negative which has correct shadow density but not the correct highlight density. This he can correct by keeping the exposure constant and increasing or reducing the development time as the case may be.

Weston Photographic Analyzer shows densities



Similarly, he may get the correct highlight density but won't get the correct shadow density. This he can correct by altering the exposure times. While doing this, he must bear in mind that these conditions are true for a constant light source, same sensitive emulsion, same developer and developing temperature, and the same degree of agitation and stillness used in developing. The developer, the developing temperature, and the technique of development play a very important role in governing the density range of negatives.



Photovolt Transmission Densitometer reads direct

Careful standardization of these factors helps in obtaining the separation negatives with less trouble. One can easily standardize by giving the responsibility of preparing the developer and doing the developing to one individual. The person in charge should be advised to develop the whole set of separation negatives in the same way as if he were developing one negative.

After the masks have been made, they are bound up with separation negatives in register as follows:

Red filter negative with one red filter mask.

Green filter negative with the other red filter mask.

Blue filter negative with the green filter mask.

Black printer negative with the black printer mask.

At this stage it is possible to judge the degree of correction by inspecting the color patches. If the tone values in the masked negatives appear reversed, the range of the mask must be reduced. If those patches which should be opaque still

transmit some light, the range of the masks should be increased to give sufficient correction.

From these masked negatives continuous-tone, color-corrected positives are made by contact, using the same films which were used for making the masks. The exposure will be the same for all of the positives if the negatives have been correctly balanced. A 15-second exposure and a five-minute development in DK-50 (1:1) will produce satisfactory results. Although, as we have indicated, the density range in the positives depends entirely upon the printing process used, in any case the minimum density should be at least 0.30.

From these positives screen negatives are made for the lithographic printing process using negatives. Details on the methods of making screen negatives will be published in a forthcoming article.

Next month we will discuss the technique of masking a color transparency.

New Device Analyzes Colors Without Looking At Them

Scientists at the National Bureau of Standards of the Department of Commerce in Washington, D.C., have devised a system for analyzing colors without looking at them. The work is done with a recording spectrophotometer and a high-speed electronic computer.

The spectrophotometer unit inspects a swatch of material or a piece of glass and plots on graph paper the proportions of red, orange, yellow, green, blue, and violet that it reflects or transmits. The guesswork is taken out.

By feeding the information into a computer, the scientists obtain an expression of the resulting color curve in figures. Thus a technical description of a color can be sent in a telegram, enabling a mill in South Carolina to duplicate the exact shade of a sample on an engineer's desk in Massachusetts.

If the figures are fed into the computer again, the bureau specialists can obtain a description of the color according to the Munsell System. This system, named for the late A. H. Munsell, a Baltimore artist, is widely used by science and industry.

In all these steps, the human eye is unnecessary. In practice, the technicians generally do look at their samples, but it is claimed they don't need to.—*The R. & E. Co-ordinator*

Linotype News Wins Award

The National Editorial Association has presented its rare special award of merit to *Linotype News* and its editor, Edmund C. Arnold. The Mergenthaler Linotype Co. magazine, completing its 36th year, was cited for outstanding contributions to typographic excellence in home-town newspapers.

Buyer Takes A Look At Printing Salesmen, Finds Them Lacking

(Editor's note: The author of this article is now a marketing executive with a leading chemical specialty company, but he has spent 20 years as a printer, more than half of them in sales. For obvious reasons he prefers to remain anonymous. Here's how printers look to him now from the outside.)

Apparently I left the selling of printing at the wrong time. Business must be good these days.

After 20 years in printing, much of it in sales and sales management, I made a complete turnabout. I am now in advertising management. I'm buying printing now, not selling it.

When I say "buying it," that's what I mean, too. It is not being sold to me. I wonder where the printing salesmen are.

For years my former customers had wept over the vast numbers of printing salesmen they "had to see." Goodness knows, I always seemed to be quoting against an army of them.

How many printers have called on me, would you guess, in my two years "on the other side of the desk?"

Exactly five!

Five printing salesmen, out of more than 150 printers in our city. Fifty of these, in my opinion, are in a position to handle some of our work. This does not include form specialists and similar specialty houses.

Why should this be?

Here are some possible reasons:

1. Our company has given most of its work to two printers over a period of 10 or 20 years. The apparent assumption is we will not change.

2. It may be felt that I will personally favor my former company in case we do add another source.

3. Our company is relatively small (about \$1.5-million annual volume) and is in an outlying and secluded location.

4. Our annual purchases are modest, totalling some \$15,000 of advertising printing last year.

5. We have placed a lot of work recently through our advertising agency.

These may be "possible reasons" but they are not justifiable reasons. Furthermore, why haven't more printers taken at least one close look to see what the situation really is?

Frankly, the printing business just isn't that good! It never will be. Printing still has to be sold.

But it's not being done. The art of beating the bushes for business seems to have been lost.

Item: Last year we placed, through our advertising agency, one order for over

\$3,000 with a printer new to us. Price was right, quality tops, and service terrific. Yet I have never had so much as a phone call from their salesman, a man I have known for years.

Three printers are active with me in my church; I have never heard a word from any of them, businesswise.

Now don't get me wrong. My feelings are not hurt by this seeming neglect. I do have plenty to do other than to interview salesmen. When I have printing to buy, I know where to go with it.

The reason I'm letting my hair down here is that I know from years of personal experience that orders are hard to come by. The first step to an order is a sales call. And in our town these calls are obviously not being made. I suggest that you printers who are short on work check into what your salesmen are doing with their time.

Let's take a second look at those "reasons" I listed, which is something any



But What Kind Of Experience?

A new young headmaster had a difficult choice to make in selecting a department head at a small New England school. He could stick to tradition and promote the teacher with the longest record; or he could—and did—give the job to the best man, a rather young teacher. Inevitably, after the appointment, the older man visited the headmaster's office, arguing at length about his 20 years' experience. When he finally got his chance to speak, the headmaster merely answered quietly, "In reality you haven't had 20 years' experience. You have had one year's experience 20 times."

That, we are glad to say, is certainly not the case with the Lund Press. We have been in the printing business a good length of time (35 years, to be exact), yet no one here would say that any of them has been like the last. The great variety of jobs that come our way assures us that every year will be new and interesting; the great variety we've put behind us assures you that we have the experience to handle any of your printing problems.

This copy was used as a special article in *Topics* in 10 Point, 4 1/4 x 6-inch, 16-page house publication of Lund Press, Fourth and Park, Minneapolis. This copy theme could be used by any printer for advertising or for direct mail to customers

smart salesman would do—and in my case, could do. In fact, most printers in this city know me well enough to pick up the phone and ask me about them point blank.

Here's what I'd tell them:

1. Our company has been and will always be loyal to our printers of long standing. But in the last couple of years, our needs have changed and we are buying from three new printers as well.

2. I buy where I get the best deal for my company. My former employer has received one order this year out of four jobs quoted on. My mind is open; I'll talk with any salesman that calls, and I'm looking for advertising and merchandising ideas. Quality, price, and service being equal, the man with ideas will sooner or later get an order.

3-4. Our company is small, but we have used, and will be using again, substantial quantities of printing. With increasing direct mail and point-of-purchase material, we will reach in five years a \$50,000 volume of printing per year.

5. Work placed through our agency has been done mainly for expediency under pressure of time. Our policy is to buy direct—and this includes much creative and design work.

Believe me, Mr. Printing Salesman, I am not unique. There are a lot of buyers like me.

But first you've got to purge your mind of the order-taker philosophy and generate some ideas, some way of being of help to me and those like me.

Then, you've got to make the calls!

Where have you been hiding?

Reports On Annual Meeting Received By RBF Members

Members of the Rotary Business Forms Section of Printing Industry of America have received the last two of four reports detailing complete proceedings of their annual meeting last March in Chicago. Previous reports covered financial and production sessions. Sales, personnel, and general section proceedings rounded out the series.

Permanent record of the sales meeting includes two talks. RBF president Bayard S. Shumate of Shumate, Inc., Lebanon, Ind., joined Jack Kennedy and James L. Rauh of the Egry Register Co., Dayton, Ohio, in general and case history treatment of the impact of accounting machines on business forms sales. B. J. Johnson dealt with the use of the IBM 632 electronic computing typewriter.

The final report, reviewing personnel and general section proceedings, preserves the opening remarks made by Col. H. R. Kibler, PIA president, and the talk on latest trends in collective bargaining by Gerald A. Walsh, director of industrial relations, PIA Union Employers Section.



Maxey Mayo (left) of Mayo Brothers, Inc., Dallas printers, looks at closed circuit TV camera in his plant. Pointing at the camera is Mort Zimmerman, president of firm that installed equipment

Closed-Circuit TV In Plant Checks Production For Boss

- Mayo Brothers in Dallas one of first printers to use TV system
- Cameras in key locations aid centralized control and security

The eye of closed-circuit TV is upon the printing industry!

Pioneering the application of televised copy preparation, speeding presses, and plant tours for customers is Mayo Brothers, Inc. of Dallas.

"We're gratified with the several cost-saving uses and public interest which the TV camera and monitor has brought to our plant operations," said Maxey Mayo, president of the printing and lithographing company. Mayo Brothers claims to be

the first printing company in America to install closed-circuit television.

Cameras spotted at key locations throughout the Mayo plant enable a centralized control as well as a security observation on press runs, bindery work, and delivery service. It is possible for one operator to supervise two presses at one time through the TV monitor system. Proofed copy can be easily checked in the sales office to save time and steps. Quick verification of production flow can be in-

dictated by a turn of the TV-monitor dial. The receptionist can even take a coffee break in another part of the building if the camera is positioned on the office entranceway.

Customers in the front office are impressed when Mr. Mayo flips a dial, points, and says, "There's your job now—on that Vertical press!" He has had the TV installation in his plant since August.

"We have benefited from increased employee efficiency and morale," Mr. Mayo said. "Our people regard the TV system as an industrial innovation, and are proud to be a part of it."

Mr. Mayo reasons this way: "It's just human nature to want to give your best appearance—or performance—before a camera of any kind!"

There are other specialized applications of the TV camera within the modern print shop. Mr. Mayo observed, for instance, that display typography and related art used on regular television channels can be previewed by the advertising agencies which prepare commercials. This previewing is particularly important when colors are to be transferred into tones of black and white. Ad agencies seem to appreciate this extension of service to verify the fidelity of their TV-prepared copy.

In the engraving process, negative films can be viewed by the turn of a TV monitor button. Many times this aid eliminates the necessity of making a positive print for checking layout appearance.

"It would be possible to take customers on a complete plant tour by a 'Person to Person' technique while they were all comfortably seated in armchairs in a club room," Mr. Mayo reported. However, he pointed out that there are some additional costs involved, such as leasing a cable

Watching a brochure being printed for her company is Beverly Franklin, secretary to executive of Texas Bank and Trust Co. Monitor is in reception room



from the local telephone company to transmit the TV image from the plant to the club room.

The camera used in closed-circuit television is lightweight—approximately ten pounds. The video monitor, which is made with a 17-inch or 24-inch viewing screen, weighs about 35 pounds. A rotary switch serves as the channel selector for scanning different areas of the shop where a camera may be positioned. There are 25 lenses available—from telescopic (to bring objects into closer focus for proof-reading) up to wide-angle (to view the entire production floor). Normal interior lighting is sufficient to televise an image.

The camera which Mayo uses is portable and can be easily affixed on a standard tripod or mounted with a bracket on the wall or ceiling. The sensitive electronic components are protected from atmospheric conditions in a metallic case.

Because it utilizes only six vacuum tubes, the television system consumes less electricity than a 60-watt bulb. Any TV technician can service the equipment.

"Just how extensively closed-circuit television may be used in the printing industry is difficult to determine now," Mr. Mayo said. "But in production, sales, and the fostering of good public relations, it does offer definite avenues for progress."

Employees May Purchase Stock In Printing Plant By Payroll Deductions Or Lump Sums

Noble K. Jones of Jones Press, Inc., Minneapolis, realized the dream of a lifetime recently when he presented a Jones Press employee with the 40th consecutive dividend on employee preferred stock. The employee was Edward J. Krah, a cutting machine operator. Krah got his stock when it was first made available to employees in 1948. Each quarter since then Krah has received a dividend check amounting to a 6% annual yield.

The other employee still with the company who purchased some of the original stock 10 years ago was Herman F. Johnson, now Jones Press secretary-treasurer.

The employee stock plan came about when Mr. Jones vowed in 1934 (when he started Jones Press) that any company he owned would sell employees as much stock as they wanted to buy. As soon as the company was through the depression and the war years, he set up the plan.

He decided that preferred stock was the best type for employees so there would be

no danger of the price dropping; he wanted also to guarantee a return of at least 6%. But he added the very unusual provision to the preferred stock that it would share equally with common stock on dividends up to 10%.

Employees may purchase stock by payroll deductions or by lump sum payments. One recent buyer of stock was an employee who had been with the company only six months who purchased \$2,000 worth.

Any kind of employee stock plan is uncommon in the printing industry in which most firms are closely held family businesses, but Mr. Jones felt that there was no reason why the printing industry should be any different from other types of businesses offering stock to employees.

Before founding the company in 1934, Mr. Jones was a printing salesman with Harrison and Smith Co., Minneapolis. When he decided he wanted to own his own business, Mr. Jones "hocked" all of

Noble K. Jones (r.), president of Jones Press, Inc., Minneapolis, presents the 40th quarterly dividend check to Edward J. Krah (c.), cutting machine operator, as Herman F. Johnson, secretary-treasurer of Jones Press, looks on. The firm is rare in printing industry in that it has an employee stock plan



Here's an unusual form of Christmas greeting by Carl Dietz, a printer who wanted to impress his friends with something different. It was done as an 8x10 glossy photo in black and white tones

his life insurance to raise the money to buy a printing shop.

In addition to his business activities, Mr. Jones was active for many years in a wide range of civic organizations, was active in the Gyro Club, and editor for many years of its national magazine. He was a tenor soloist for some of the larger churches in the Twin Cities and sang a number of roles in civic opera.

Two years ago Mr. Jones turned over management of the business to his son Lowell and retired to La Jolla, Calif. He still returns for occasional visits with his friends and family in Minneapolis.

Next Month...

Business conditions are definitely looking up for the printing industry except for spotty areas about the country. To get the over-all picture of what's been happening in the printing industry during 1958 and what's likely to happen next year, THE INLAND AND AMERICAN PRINTER AND LITHOGRAPHER asked the presidents and secretaries of major national, city, and state graphic arts associations to furnish reports on their own areas of activity. They will be presented as special features under the heading, "What's Ahead for '59?"

Offset masking techniques (Part III) by Gyan P. Madan will give you and your employees the latest information on this subject. Charles P. Latham, our new Offset editor, will have another of his informative articles, too.

Another new plant story: Fetter Printing Co. in Louisville is now in its new building. You'll get full details and pictures of it.

Many other leading features and all major departments are also scheduled.

International Printing Week Observance To Be Jan. 11-17

More graphic arts industry councils are in operation

this year as celebrations are planned in 250 cities



Miss Eurllyne Howell, winner of beauty titles: "Miss Louisiana," "Miss U.S.A.," and third runner-up in "Miss Universe Pageant," has been chosen 1959 Printing Week's "Miss Perfect Type"

By Gerald L. Flood

Chairman, International Printing Week

In every part of the United States and Canada the observance of International Printing Week has gained in stature and popularity.

Printing Week councils that have been formed for many years, those which were organized during the year, and areas for the first time planning a Printing Week observance will bring about the greatest industry-wide participation that has ever been realized. The International Printing Week will be observed Jan. 11-17.

The curtain was barely lowered on 1958 Printing Week celebrations before planning started for the 1959 version. In most areas the committees knew before the week was over where they could and would make improvements on their next local observance. Throughout this year hundreds of dedicated workers embracing all phases of the graphic arts have spent many hours planning programs that will be a salute to their industry, a tribute to a pride of craftsmanship that is a tradition among printers but all too rare in other industries.

The day of just a Printing Week dinner with a speaker for those engaged in the industry is fast disappearing. Local committees are now scheduling a full week of activities that will be of interest to the general public and will bring about an awareness of the value of printing in their daily life and in civilization's progress.

A much wider use of television, radio, newspaper publicity, and other local me-

dia will cover and spread the story of printing over wide areas of the country. During the past several months leading paper mills have been slanting their national advertising toward the printer to emphasize the point that paper and printing are complementary. Speakers' bureaus will further publicize the week by scheduling graphic arts leaders for appearances before service clubs, school assemblies, and other organizations directly or indirectly related to the printing industry.

Open house in both plants and schools are on most schedules, and public demonstrations of printing equipment in action will permit those interested to get information first-hand and to see presses in operation.

Essay, letterhead, poster, and other contests are being sponsored in the schools by committees; scholarships are being awarded worthy students to further their knowledge, giving evidence that we are not only interested in having young people plan a career in the graphic arts but in helping them to have it.

Some exhibitions of machinery, printed pieces and products, by manufacturer as well as user, of all types of printed matter will be featured in a number of the cities, with some areas giving trophies or awards to winning pieces. New York City has

found this to be a popular part of its week's activities, with the buyer of printing the recipient of an award. Such planning cannot but improve the standard of work both by the manufacturer and the buyer.

Proclamations by governors of states and mayors of cities will proclaim Printing Week throughout the United States and Canada. In most cities where programs have been scheduled, the highlight of the week will be the elaborately planned banquets and dinner dances. Nationally-known leaders in the industry and public life will be the speakers for these big events.

"Miss Perfect Type of 1959" is lovely Miss Eurllyne Howell, winner of the titles: "Miss Louisiana," "Miss U.S.A.," and third runner-up in the "Miss Universe" Pageant held in 1958 in Long Beach, Calif. Miss Howell is a Warner Bros. movie star.

Contests for the selection of local queens to reign over Printing Week have been in progress for several weeks, and winners will be feted at luncheons, appear on TV and radio programs, and make numerous other public appearances during the week.

Leading in the promotion of Printing Week are such cities as Atlanta, Baltimore, Boston, Chicago, Cincinnati, Detroit, Los Angeles, Milwaukee, Montreal, New York City, Philadelphia, Pittsburgh, Portland, and San Francisco; many others are planning more than just a one-night affair. Space does not permit us to outline the many programs that are planned, but we can assure you that they will be excellent and will add prestige to our industry.

Over 250 Printing Week kits containing a host of promotional material for the planning, promoting, and publicizing of the observance have been mailed to Printing Week chairmen and organizations that have requested them. An example of the interest is indicated by the

(Turn to page 98)



In this photo Gerald L. Flood of Santa Monica, Calif., International Printing Week chairman, compares one form with another as Eurllyne Howell, "Miss Perfect Type for 1959" checks lockup

How To Sell Printing On Installment Plan

Even though business is good at the Perlmutter Printing Co., 2301 Hamilton Ave., N. E., Cleveland, Ohio, Rudy Perlmutter, president, has developed a plan to widen the gap between his firm and any recession that still remains.

To businesses within a 100-mile radius of Cleveland Mr. Perlmutter is offering large printing jobs on the installment plan, something of an innovation in the printing industry. Ordinarily, Mr. Perlmutter says, printing jobs are sold on a 30-day cash basis with a 1% discount for payment in that period.

Although his company got along very well in the recent recession, Mr. Perlmutter says he ran into a lot of prospective customers who wanted to advertise through direct mail or catalogs. But they did not want to get into debt for the work.

By means of lines of credit established through the Continental Bank and the Society for Savings, Mr. Perlmutter has availed himself of \$100,000 with which to carry the program. He calls it the "Perlmutter Catalog Time Purchase Plan."

Time limit for his pay-as-you-go plan is two years. Mr. Perlmutter says there are no carrying charges and that cost to the customer will be approximately 5%. He will carry the jobs on his books until payment is completed.

He feels that a slow business period "is no time to pull in your horns" as far as direct mail programs and new catalogs go. Up-to-date, attractive catalogs are 24-hour-a-day salesmen, he says.

Many firms, he believes, are doing more business than ever, remember the last recession and are heeding a simple lesson—go out for more business instead of withdrawing.

His firm has been aggressive and with good results, Mr. Perlmutter points out. In each of the last five years sales have increased by 100% and in 1957 they reached \$985,000. Principals in the business with Mr. Perlmutter are two sons, Ernest and Richard.

Selling printing on the installment plan may not be a new idea but Rudy Perlmutter (center) and two sons who operate Perlmutter Printing Co. in Cleveland found it paid off during the recession when firms hesitated to spend for direct mail



The executive is optimistic about the future for his business and for the economy in general. "You must tell people what you are selling," he says. And this can often be best accomplished through direct-mail advertising and catalogs.

Mr. Perlmutter has been in the printing business since 1905 when he started as an errand boy. After working for other printing establishments, he started his own business in 1917 at the Vickers Building, E. 66th St. and Euclid Ave., where he remained for 39 years.

After-Dark Service Offered By National Publishing Co.

A late-late customers' service to take care of after-dark problems has been inaugurated by the National Publishing Co., 301 N Street, N.E., Washington, D.C. Al Barrett, former assistant manager of the *Washington Evening Star* advertising production department, is in charge of the new service.

The full-scale "second shift" in the customers' service department runs from 2 to 10 p.m.

The Mats On A Christmas Jamboree

By James McLean in *McLean's Monthly*, McLean Bros. Ltd., Montreal

Twas the night before Christmas
And all through the shop
Not a printer was stirring,
Not even old "Pop."

The offices were darkened—
Not a sound could be heard—
When out in the racks
Something rustled and stirred.

Then down from the magazines
Where the shadows cluster,
There scrambled the Mats—
A hilarious muster.

That spry fellow Greenwich
Was leading the throng
While Bodoni with dignity
Did saunter along.

Then sweet Lydian Cursive
Next joined the parade
In the rubber-tired truck
That one Phillip had made.

Big Tempo Heavy then
Rolled down from his perch
To make sure that old Mandate
Wasn't left in the lurch.

And the young loving Futuras
Came out of their clinch
For the beautiful Baskerville
In passing to pinch.

The faithful Garamonds,
Seeing they too were needed,
Left the Ludlow racks
To join in unheeded.

And Egmont, of course,
Was not unrepresented:
Those Matrices rolled
On the floor unprevented.

Brush, Century, Cheltenham,
Cloister, and Clearfaces,
Joined in with the rules,
Slugs, borders, and spaces.

Then followed the Bookmans,
Antiques and Airport,
To line up with the Gothics
To lend their support.

Delphian, Eden,
Erbar, and Flash
Squared off with the Scripts
To jumble the mass.

Radiant, Remington,
Karnak, and News
Made a place for Old English
As they lined up the crews.

Next to come down
Were the miscellaneous signs;
This now completed
The Majestic lines.

This motley crew gathered
(Their ranks were complete)
As they formed up a column
On wheels and on feet.

Once round the room slowly,
Then quickened the pace,
And progressed down the hall,
And right about face.

Back, back, to the Comp room
They hastened with glee
For their Christmas Eve frolic
And mad jamboree.

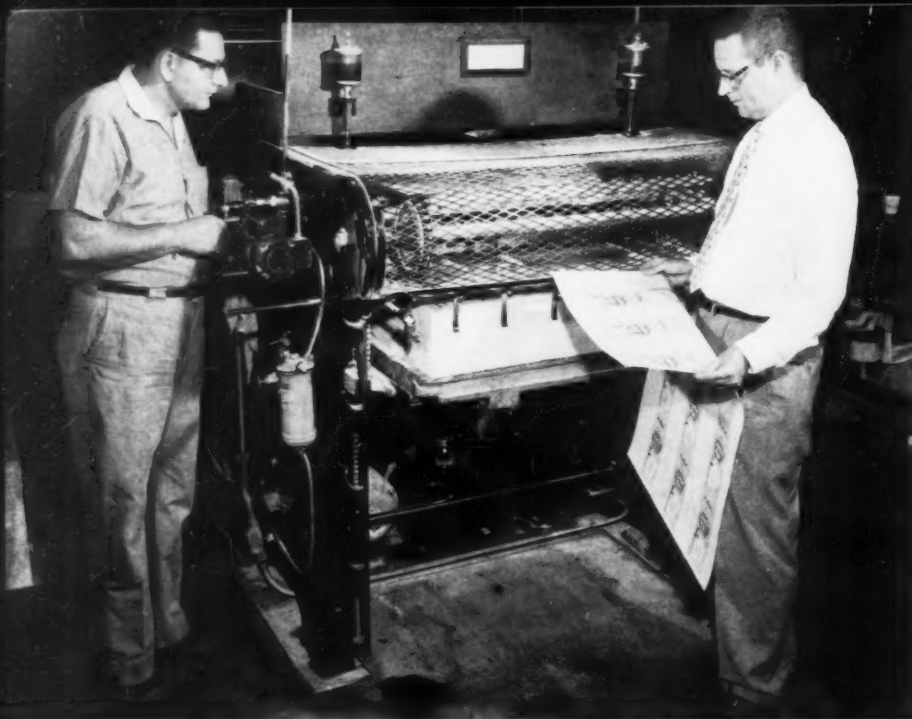
They pranced, they cavorted on
The makeup tables
While their screams likened those
From the Tower of Babel.

They swung on the lights
'Til the fixtures gave way;
They danced through the office
All merry and gay.

Slender Greenwich was first
To perceive that the time
Was fast running out
(And so is this rhyme.)

Up, up, to their magazines
They scrambled so fast
Until peace and serenity
Settled at last.

From out of the channels,
To left and to right
Came a last sleepy murmur
Merry Christmas . . . Good Night!



Plastic Printing Papers Require Care In Pressroom

Experiences of offset and letterpress printers in handling plastic papers indicate need to guard against three things

Plastic printing paper, because it offers much in terms of function and beauty, has in recent years opened new avenues of creativeness and provided new opportunities for the printer, designer, and packaging engineer for applications in a wide variety of new areas.

Throughout the graphic arts industry, and even beyond it, there has been a considerable rise in the use of this material. Here is an advancement that combines the printing qualities of heavy coated and uncoated cover stock with the durability and flexibility of pyroxylin and holland-type cloth. As such it offers advantages over cloth as well as paper.

Wherever printed matter is subject to frequent handling and possible soiling, plastic paper will do a superior job in the opinion of many printers. Wherever the beauty of reproduction is essential, it is capable of doing a job unattainable with cloth.

A quality plastic printing paper can be rolled and unrolled or folded and re-folded. It is tear-resistant; it will not flake or curl. It can be cleaned easily with a damp cloth and it has a high degree of resistance to fresh and salt water, oil,

grease, and many chemicals and acids. Its durability reduces or often avoids replacement costs.

What does this mean to the printer? It means that he can ill afford to ignore it, to avoid a job that calls for plastic paper because he is unfamiliar with it. The rapidly expanding market for printed matter employing a plastic material makes it imperative for the printer—large and small alike—to know and understand its properties and to master the techniques of handling it.

Study Problems and Solutions

To help printers, lithographers and screen processors who are confronted with plastic paper jobs on a regular basis, rather than on rare and infrequent occasions, *IAPL* working in conjunction with the Kimberly-Clark Corp. has undertaken to learn (a) the problems encountered when working with plastic printing paper, and (b) the methods and techniques most effective in overcoming them.

In a further attempt to aid the printer faced for the first time with a job calling for plastic printing paper, *IAPL* editors also have interviewed leading manufac-

Joe Moratto, press foreman at Veritone Co. in Chicago, checks spray setting on two-color press while running off one of numerous jobs company has handled on plastic printing paper. Gordon Stevenson, Veritone vice-president and production manager, looks over the job. Mr. Stevenson recommends use of more spray in running plastic paper jobs to eliminate the possibility of offset

turers of printing inks and screen process colors to learn which inks and which colors are best suited for the purpose of printing on plastic papers.

To understand the why's and wherefore's of plastic printing paper, it might be helpful first to describe briefly how it is made and what it is made from; why it behaves the way it does and why it possesses certain characteristics not found in other printing materials.

Texoprint, the plastic coated and impregnated printing paper produced by Kimberly-Clark in a variety of weights, colors and embossed finishes, undergoes this manufacturing process:

Strong bleached kraft fibers are formed into a low density, absorbent sheet of paper which is passed through a saturating bath consisting of a mixture of latex and opacifying fillers. After being squeezed and dried, the impregnated sheet is coated on both sides with printing fillers and flexible latex binder. The final finish results from supercalendering the coated sheet.

The major difference between this type of sheet and regular printing paper is the substitution of flexible binders for hard, stiff binders. In the fiber base sheet, synthetic latex replaces the paperlike cellulose bonding. In the coating, flexible synthetic resin is substituted for the conventional starch, glue, or casein binders.

The synthetic latex and flexible binders account for the sheet's great strength and durability. They also set it apart from regular printing papers. Based on experiences over the past five years, Gordon B. Stevenson, vice-president and production manager of Chicago's Veritone Co., cautions those inexperienced in the



Gordon B. Stevenson

art of offset printing on plastic printing paper to guard against three things: (1) offsetting, (2) sheets sticking together on the delivery pile, and (3) off-register when running a multiple-color job a second time.

To eliminate offset, Veritone uses a little more spray than usual, a minimum of water (excessive acid in the water tends to slow the drying process), and runs jobs which have heavy ink coverage in smaller

loads. Use of quick-drying inks also helps.

One word of caution from Mr. Stevenson on increasing the amount of spray: "Don't overdo it or you run the risk of having the powder sticking or piling on the blanket, thus leading to possible trouble when you run a job a second time on a multicolor operation."

The possibility of the sheets sticking on the delivery pile can be traced to the plastic paper's smooth finish. Papers with plastic content have a tendency to pile tighter than do regular papers. As a result, there isn't enough air between the sheets to furnish the necessary oxygen needed for drying.

Repeated Airing Necessary

Solution: Repeated airing of the sheets. At Veritone, plastic paper runs generally are repiled within an hour after they've been printed. The heavier the ink coverage, the sooner thereafter the sheets have to be repiled.

Other offset printers report they "wind up" after about 1,000 sheets. Also, it is the consensus among lithographers that plastic paper jobs should be run somewhat slower than usual, about 2,500 to 3,500 iph on an average, although some have been run well over 4,000 iph.

Register on plastic printing paper, according to Veritone, occasionally presents a problem, but only when a four-color job is run on a two-color press (the paper holds register well on Veritone's four-color presses). Veritone's solution to the problem when it crops up, is to "print long" by changing the thickness of the packing. Packing is taken from under the plate and added under the blanket.

To hold register on any plastic paper job, Mr. Stevenson said: "It is important when starting a job to break pressure and gradually work the impression cylinder to a printing point without any excessive pressure."

Mr. Stevenson said his company has handled some 25 major jobs on Texoprint over the past five years. These include wall and flip charts, sales broadsides, manuals,

instruction sheets, maps, book covers, tags, labels and posters.

"We've had excellent success on every job we've ever run," he pointed out. "It requires a little more attention, perhaps, but with proper care there is no reason to have trouble. There are no special press adjustments that have to be made. The sheet is durable. It never tears and there is no trouble folding it."

The problem of offsetting is *not* one encountered in line letterpress work, according to Stanley J. Barnas, production manager of D. F. Keller, Chicago.

Mr. Barnas suggests these precautions when handling line letterpress runs on plastic-content papers:

(1) Slow down the press speed to about 1,200 to 1,500 iph when using a light-weight sheet or when there is a solid coverage, because there is some danger the sheet will wrap around the impression cylinder.

(2) Use inks with a fast-drying varnish.

(3) Rejog the sheets thoroughly before running them through the press for a second color.

(4) Increase the spray on jobs with heavy ink coverage.

Mr. Barnas said D. F. Keller has run off "any number" of plastic paper jobs in the past seven or eight years. "As far as I'm concerned, the main difference with printing on a plastic paper is that there's a little more time involved. If you alert yourself, slow down the runs and watch the presses a little closer, you won't have any trouble. None, that is, that you wouldn't have with any other paper."

Light-Weight Sheet Holds Size

What about the smaller operator who runs into a plastic paper job for the first time? Is he equipped to handle it?

THE INLAND AND AMERICAN PRINTER AND LITHOGRAPHER reporters visited such a shop in Chicago, Cadillac Printing and Lithographing Corp., and talked to the press foreman, Joe Digate. Cadillac had recently completed a pharmaceutical mailing piece on Texoprint.

"I was afraid the sheet would stretch out of shape going through a two-color press because the three skids on this particular order were 38x50, of the lightest weight (80-pound)," Mr. Digate said.

"I first contacted several ink companies to find out if there would be any danger

of the inks bleeding or trapping. I was given a list of inks that could be used satisfactorily and was advised to run with less water and less pressure. I also found out that I had to use more dryer.

"We had big solids and trapped black over wet yellow," Mr. Digate continued, "yet the job turned out exceptionally well. The sheet didn't stretch and we ran at the same speed as when running enamel papers (4,200 iph)."

In the field of screen process work, plastic printing papers also have gained wide acceptance. Speaking for the Screen Flock Industries of Chicago, Ernest Rich said he has "never had a job on plastic paper that presented any difficulties."

"And we've run all kinds of jobs on it, too," he said. "We even had one that was a banner 8 feet long, 36 inches wide and with grommets. A three-color job. The thing had about eight folds besides to fit into a 12x18-inch envelope."

Screen Flock, which uses flat-bed, hand-fed presses, reported that plastic printing papers have good feeding qualities because of their smoothness, yet they create no static as do some coated papers.

Mr. Rich said that so far as inks are concerned, Screen Flock has used vinyl inks, enamels and lacquers, and "we've had good luck with all of them."

Ink Manufacturers Consulted

To determine which types of screen process inks are best suited for plastic printing papers, Kimberly-Clark Co. submitted samples of Texoprint to two leading ink manufacturers. Their recommendations follow:

Naz-Dar Co., Chicago—"Almost any of Naz-Dar's printing mediums can be printed on the sheet satisfactorily. The preferred recommendation is Naz-Dar DL Series Silk Screen Lacquer. However, anyone interested in screen process printing on plastic papers should contact his ink supplier for technical information regarding the proper handling of these lacquers. If this is not possible, the operator should use only those diluents, thinners and reducers recommended by the manufacturers. This is an elementary precaution that can possibly avoid costly errors."

Excello Color Corp., Chicago—"After testing to learn if aging of the inks had any adverse effect, our research department reported successful results with the Excello 800 series enamel line, 7900 series fast dry, 100 series transparent enamel, 200 series ethel cellulose, and 400 series opaque ethel cellulose."

Research conducted by Kimberly-Clark in conjunction with major ink manufacturers reveals there are certain pigments and toners which migrate or fade on papers with plastic content.

The important thing for any printer, lithographer or screen processor preparing to run a plastic paper job is to consult his ink supplier.



Joseph Digate



Although it's not yet possible to print plastic papers under water, this is what happened when yachting skipper dropped map and program. He shook off the water and started reading again

Cost Reduction Needed For Profitable Operation

- Many printers scramble to reduce costs only when competition gets tough
- Management should give cost reduction responsibility to key employees
- Here is good cost system that can be adapted to fit needs of your plant

By Charles W. Latham

Periodically, every business becomes highly cost conscious due to the ups and downs of consumer demand. Most successful plants try to stay cost conscious all the time. Others scramble to reduce costs only when competition starts giving them trouble.

The latter group includes those printers that have the most trouble because they have formed a greater number of bad habits during lush times. They are out of practice and do not know where to start in a cost reducing program. A lot of loud talk will not get the job done. Someone must do some planning.

Delegate Cost Responsibility

Management should turn this job over to someone and give him the responsibility and the authority to reduce costs. In a large plant it may require a committee of three. In a small plant one man should be able to handle "Operation Cost Reduction." Of course any such operation is never a one-man job because keeping costs down is part of everyone's job. But someone must be the leader and the planner and take the responsibility for action and results.

In those plants where a weekly meeting of key men is held, the cost reduction man should submit plans for general approval. It is here that he may ask for suggestions and cooperation. Without the cooperation of top management, sales, purchasing, estimating, and foremen, he will not be able to do the job. If reducing costs is important enough to a plant, a one-hour weekly meeting will be found helpful and these meetings should be started if none already exists.

A plan for reducing costs should start with such a meeting and a promise of cooperation from the key men.

The next step is a study of waste. As time is the costliest item in the plant, a search for lost time should be made. And what better place to look than on the

daily time cards? Try making a list of the items that cause waste of time in the pressroom, the platemaking, and camera and stripping departments.

Every day men spend valuable time making out cards. These cards are supposed to be a record of production and time lost. The data on these cards are used to work up monthly and yearly averages and totals.

Then what is done with this information? The cost department works up the cost of individual jobs but what is done about the reported lost time?

Now is a good time to examine the complete time reporting system. Is it a costly system with dubious results? Do the time cards contain too many items or not enough? Do they tell a true story of each man's daily work? Make a careful check to see if the system is out of date. If so, install a new system that will save time and get results.

See that the system is used to full advantage and that it is made to mean something in the way of developing facts that

will help to reduce costs. When these cards do the job properly and are studied by a cost reduction man, they will point toward conditions that are causing waste. They will seldom pinpoint a trouble but they will indicate the direction in which to look.

Waiting Time Costs Money

If a card says two hours waiting time, the C. R. (cost reduction man) should find out what the pressman or platemaker was waiting for. He should, by careful questioning, find out just how often this occurs. Was the press waiting for repairs, for paper, or ink, or a plate? Was a blanket spoiled and no new one available for immediate change? When a press under normally good conditions turns out 26,000 impressions or its equivalent per shift, then why does it turn out about half that amount two or more days per week?

The answer is simple. It is right there on the time card. Something was not normal. If such things are ignored by management and nothing is done to try to correct an abnormal condition, then the plant gradually comes to accept abnormalities as normal. If such a condition has been prevalent, it will be hard to correct.

Some workmen received their entire training under such conditions and cannot

Harry Lawrence, Miehle Co. demonstrator, shows the new Miehle No. 25 offset press for the first time in the Southeast to printers at open house at Printing Machinery Service Center, Charlotte, N.C.



The Inland and American **PRINTER** and **LITHOGRAPHER**
For December, 1958

visualize anything different. Many of those in management have the same feeling. Accidents and mistakes will happen.

It is true that a certain percentage of lost time will occur in any manufacturing process. The question is, how much? Should it be 10% or 15% or 5%? As a suggestion, try to reduce it to half of what it is now.

Find all of the things that have repeatedly caused a loss of time in the past year. Run them down until the basic cause is found. Remove that cause if at all possible. The difficult part of this program is to find and recognize basic causes.

As an example, here is a story that demonstrates the point. In a small eastern plant about half of the grained zinc surface plates were scumming on the press. The boss, who did all of the selling for the firm, had little time to spend in the shop. But he called in his two platemakers and told them to do a more careful job. There was no change.

At the end of another week the boss had an idea. He made each platemaker mark his plates. This turned up the fact that all of the bad plates came from platemaker B. So B was instructed to observe how A was making his plates and copy his procedure exactly. Still no change in conditions. A man was brought into check all chemicals, equipment, and techniques. No reason was found.

So B was fired and a new man put in his place. The results were the same. The new man duplicated A's method exactly but his plates were not as good.

New Man Finds Trouble

Another man was called in to look things over. He noticed that while both men used the same whirler and printing frame, each had his own sink and table. And then he found the trouble. When A counter-etched and post-treated his plates, he laid the plate on his level sink rack to pour on the solutions. Then he rocked the plate for one minute.

But the rack in B's sink had a decided slant to it so when solutions were poured on the plate, more than half ran off before the rocking started. The plates, therefore, were poorly post-treated and counter-etched. They scummed on the press.

The lost time in the pressroom for over a month amounted to well over 20% because the rack slipped off its support. Accidents will happen but it should not take a month to correct them. A good C. R. man should have run this down in two days.

This condition first showed up on the press time cards as plate trouble. The condition persisted for over a week before any notice was taken by management. The pressmen, the foremen, and the platemakers considered it "just one of those things" and hoped it would go away. A month and several hundred dollars later, they sent for a doctor. In a better con-



Lithographers and printers have been receiving announcement brochures and entry blanks for 9th Lithographic Awards Competition & Exhibit. Four-color process promotional piece was designed by Allan Seide, New York designer. Copies may be obtained from Lithographers National Association, 597 5th Ave., New York 17

trolled plant, the symptom would have been noticed and action started by the end of the second day.

Time card entries may at times be misleading and it is up to the C. R. man to get to the bottom of each one as quickly as possible. For instance, one pressman may have a lost time item that reads "paper trouble." Another, "feeder trouble." Another, "guide trouble," and a third, "gripper trouble." All of these may stem from the same basic error. It could be a dull knife in the cutting machine leaving a bad burr on the gripper edge of the paper.

There are so many little things that can lead up to lost time that our C. R. man must not only be a good detective but he must also be a well informed lithographer. He does not have to be skilled in any of the various processes but he should be well read, well informed, and able to see things and tie them together. He will have to be systematic and a good planner.

As he studies the time cards and lists the recurring causes of lost time, he must devise ways and means of eliminating the basic causes of mistakes and accidents. He must also analyze his findings. Do certain types of trouble occur most frequently on certain presses? Do they occur most frequently with certain pressmen or operators? Do some platemakers have a higher rate of failure than others? Do some papers or inks give more trouble than others?

Then there is the matter of training. In cost reduction this is one of the larger items. Mistakes are made by men. Mistakes are not made by machines or chemicals or supplies. The mistakes are made in the way these things are used and adjust-

Additional Offset News will be found on page 97 of this issue

ed. So the knowledge that a man gets from training and experience is of great importance.

There is a fund of information available to anyone who wishes to take advantage of it. There are books on every phase of the lithographic business from management down through the various crafts. There are magazine articles on special subjects. There are lectures and forums and movies and audio-visuals and live demonstrations. Any plant that does not have a well organized educational program, however small, is missing an opportunity to cut down costs.

But first management must become well informed regarding methods of training. Here the sending is easier than the receiving. It is not enough to make training and education available to the men. The men must be made to want it.

This brings up the most important point of the whole problem. It boils down to appreciation, desire, and attitude. Management needs to do very little for those who have a thirst for knowledge. They will find ways of obtaining it whether management makes it easy or not. It is the apathetic group that has to be sold. And this is by far the largest group in our industry.

There is a science to molding the attitude of a worker. It also takes time and a lot of effort but it pays off. Going from plant to plant, one is often impressed by the attitude of the men. In nine out of ten cases it reflects management's attitude.

Leadership Pays Off

Some men are leaders and some are drivers. The day of the successful driver is over. This method no longer gets results. There are new techniques of leadership that pay off. If the C. R. man is to get real results, he must first make a study of modern management and put into effect the science of handling men in all its phases such as foreman training, etc. Before trying to train and upgrade the workers, management itself must also go into training.

The healthy reduction of costs is a long-range program that must be studied and planned. It must not be a one month flurry to be forgotten when results are not immediately apparent or when the pressing need is thought to be over. It must be a continuing program that builds upon itself and becomes a well established habit. It must start at the very top of management and work its way into every department, with the wholehearted cooperation of every worker.

New Offset Distributor Named

Printing Developments, Inc. has appointed N. Teitelbaum Sons, Inc., Metropolitan New York distributor of Lithure and Lithengrave offset plates and chemicals. Teitelbaum's address is 261 Grand Concourse, New York 51.

THE SPECIALTY PRINTER

Bank Officer Becomes Expert Silk Screen Processor

- Wisconsin businessman turns his hobby into a profitable enterprise
- Process using black and white photographs is his secret of success
- His firm now produces advertising specialties by silk screen process

By John E. Hubel

After having been a bank officer for many years with a photography hobby as a sideline in his spare time, Richard Stanhope turned his knowledge of photography into a paying business by developing some new angles in the screen printing process. Lately, he has developed a special method of turning black and white photographic pictures into silk screen pictures that are very striking. To accomplish this effect he uses a secret process.

Recently, the company he started some time ago moved to a new location at 6511 W. State St., Wauwatosa, a suburb of Milwaukee, where about 2,000 square feet of floor space are available for producing advertising specialties by the silk screen process in the form of display cards for buses, labels, placards, displays, etc. He uses a special method of his own to do his silk screen printing, using a positive transparency made from any standard photograph. The image is transferred to the silk

screen in several steps with the use of hot water and sensitized gelatine. When the image is on the screen, the paper is placed below it and the ink applied to the other side of the screen. A rubber squeegee is employed to force the ink through the screen onto the paper to make the print.

Mr. Stanhope showed this reporter a sample of his work made from an ordinary picture of an old mill in black and white. After using four separate transparencies and four silk screens, one for each shade of green in the finished picture, he had a striking reproduction, suitable for decoration in home or office. In this picture four tones of green were used and

the effect was from near-white to nearly black.

Sometimes his finished prints combine five or more tones of brown, but experiments are now being conducted by Mr. Stanhope in which he is using two, three, and four colors.

His success, Mr. Stanhope said, lies in his photography, not in the silk screen process he uses. The finished picture, he declares, is similar to halftone illustrations, but it is without the dots which can be seen in a halftone. His work, he thinks, would be good for Christmas cards or for annual reports for large companies in quantities up to 5,000. It is possible, he admits, that for larger quantities letterpress or offset printing may be less expensive, but on orders for 5,000 or fewer copies, his work can be turned out at a third or half the cost of printing by other methods.

Milwaukee Firm Wins International Award

Frank Mayer and Associates of Milwaukee, one of the country's largest silk screen process printers, has been awarded two top prizes in the first International Silk Screen Competition held recently in London, England.

First place prizes won by the Milwaukee firm were the Cartograph Award and the Dane Award.

A total of 284 entries representing the work of 12 nations was judged by the Display Producers and Screen Printers Association of London. The annual competition is open to all display producers and screen printers throughout the world.

A Mayer ad in *The Torch*, official publication of the Milwaukee Advertising Club, was judged "the best original design submitted for reproduction by screen process printing." It received the Cartograph Award, an 18th century gilt figure of Apollo Belvedere plus a cash prize.

Another Mayer entry done for the Lakeland Manufacturing Co. of Sheboygan, Wis., received the Dane Award as "the best example of nonmechanized screen process printing on any material limited to five printings."

The Milwaukee printing firm also won third place honors in the Holstius Cup

Award for the best example of halftone screen process printing on any material, and a commendation in the large poster category.

Two first prizes, one third place award, and a commendation were won by Frank Mayer and Associates of Milwaukee at the first International Silk Screen Competition in London, Eng. Frank Mayer (r.), accepts Cartograph Award from Nigel Gaydon, British Consul-General Office in Chicago. Cartograph Award was presented for best original design reproduced by silk screen



The Inland and American PRINTER and LITHOGRAPHER
For December, 1958

Richard Stanhope, founder of Stanhope Corp., Milwaukee, produces a print in four tones of green, using his own secret silk screen process. It started as hobby.—Photo: Milwaukee Journal





INVENTORY INDEX

BY CHAMPION

On target with printers everywhere as their favorite index sheet is Inventory Index. Its new, bright white surface*, specially suited to pen and ink, plus its excellent folding characteristics and balanced strength, makes it an index of unusual quality for general office work and a wide variety of advertising uses. This insert—one of a series—on 110-lb. basis weight, shows effects achieved with black and white halftone, line and four-color.



**Also available in canary, buff, salmon, cherry, green, and blue. Write for samples and additional information.*

THE CHAMPION PAPER
AND FIBRE COMPANY
HAMILTON, OHIO

ALBERT GOMMI

THE PARADE OF CHAMPION MERCHANTS

QUALITY HOUSES THAT OFFER A QUALITY LINE OF PAPER

ALABAMA
Birmingham.....The Whitaker Paper Co.
Mobile.....The Parlin Paper Co.
Montgomery.....W. H. Atkinson. Fine Papers

ARIZONA
Phoenix.....Blake, Moffitt & Towne
Tucson.....Blake, Moffitt & Towne

ARKANSAS
Little Rock.....Roach Paper Co.

CALIFORNIA
Fresno.....Blake, Moffitt & Towne
Los Angeles.....Blake, Moffitt & Towne
Oakland.....Blake, Moffitt & Towne
Sacramento.....Blake, Moffitt & Towne
San Francisco.....Blake, Moffitt & Towne
San Jose.....Carpenter Paper Company†
Stockton.....Blake, Moffitt & Towne

COLORADO
Denver.....Carpenter Paper Co.*
Graham Paper Co.

CONNECTICUT
Hartford.....John Carter & Co., Inc.
New Haven.....John Carter & Co., Inc.

DELAWARE
Wilmington.....Whiting-Patterson Co., Inc.

DISTRICT OF COLUMBIA
Washington.....The Whitaker Paper Co.

FLORIDA
Jacksonville.....The Jacksonville Paper Co.†
Miami.....The Everglade Paper Co.
Orlando.....The Central Paper Co.
Tallahassee.....The Capital Paper Co.
Tampa.....The Tampa Paper Co.

GEORGIA
Atlanta.....The Whitaker Paper Co.†
Macon.....The Macon Paper Co.
Savannah.....The Atlantic Paper Co.

IDAHO
Boise.....Blake, Moffitt & Towne
Pocatello.....Carpenter Paper Co.

ILLINOIS
Chicago.....Bradner Smith & Company*†
Dwight Brothers Paper Co.†
Parker, Schmidt & Toxier Paper Co.
Charles W. Williams & Co.*
Decatur.....Decatur Paper House, Inc.
Peoria.....Peoria Paper House, Inc.
Quincy.....Irwin Paper Co.
Rock Island.....C. J. Duffey Paper Co.

INDIANA
Fort Wayne.....The Milcraft Paper Co.
Indianapolis.....Indiana Paper Co., Inc.

IOWA
Des Moines.....Carpenter Paper Co.
Proff Paper Co.
Sioux City.....Carpenter Paper Co.

KANSAS
Topeka.....Carpenter Paper Co.
Wichita.....Southwest Paper Co.

KENTUCKY
Louisville.....The Rowland Paper Co., Inc.

LOUISIANA
New Orleans.....The D & W Paper Co., Inc.

MAINE
Augusta.....John Carter & Co., Inc.

MARYLAND
Baltimore.....Garrett-Buchanan Co.
The Whitaker Paper Co.

MASSACHUSETTS
Boston.....John Carter & Co., Inc.
The K. E. Toxier Co.*
Springfield.....John Carter & Co., Inc.
Worcester.....John Carter & Co., Inc.

MICHIGAN
Detroit.....The Whitaker Paper Co.
Grand Rapids.....Central Michigan Paper Co.

MINNESOTA
Minneapolis.....C. J. Duffey Paper Co.
Inter-City Paper Co.
St. Paul.....C. J. Duffey Paper Co.
Inter-City Paper Co.

MISSISSIPPI
Jackson.....Jackson Paper Co.
Meridian.....Newell Paper Co.

MISSOURI
Kansas City.....Carpenter Paper Co.
Midwestern Paper Company†
St. Louis.....Acme Paper Co.
Shoughnessy-Knipl-Hawes
Paper Co.

MONTANA
Billings.....Carpenter Paper Co.
Great Falls.....Carpenter Paper Co.
Missoula.....Carpenter Paper Co.

NEBRASKA
Grand Island.....Carpenter Paper Co.
Lincoln.....Carpenter Paper Co.
Omaha.....Carpenter Paper Co.†

NEW HAMPSHIRE
Concord.....John Carter & Co., Inc.

NEW JERSEY
Newark.....Central Paper Co.
Trenton.....Central Paper Co.

NEW MEXICO
Albuquerque.....Carpenter Paper Co.

NEW YORK
Albany.....Hudson Valley Paper Co.
Binghamton.....Stephens & Co., Inc.
Buffalo.....Hubbs & Howe Co.
Jamestown.....The Milcraft Paper Co.
New York City.....Aldine Paper Company†
Forest Paper Co., Inc.
Halyoke Coated & Printed
Paper Co.*
Milton Paper Co., Inc.
Paper Sales Corporation†
Pohlman Paper Co., Inc.
Reinhold-Gould, Inc.
Royal Paper Corporation
The Whitaker Paper Co.
Charles W. Williams & Co.*
Bulkley, Dutton (Far East)†
Bulkley, Dutton S. A.†
Champion Paper Corp., S.A.†
Champion Paper Export Corp.†
Genesee Valley Paper Co.

NORTH CAROLINA
Asheville.....Henley Paper Co.
Charlotte.....The Charlotte Paper Co.
Raleigh.....Epes-Fitzgerald Paper Co.

OHIO
Akron.....The Milcraft Paper Co.
Cincinnati.....The Cincinnati Cordage &
Paper Co.
The Queen City Paper Co.*
The Whitaker Paper Co.
Cleveland.....The Milcraft Paper Co.
Columbus.....Sterling Paper Co.
Dayton.....The Cincinnati Cordage & Paper Co.
Mansfield.....Sterling Paper Co.
Toledo.....The Milcraft Paper Co.

OKLAHOMA
Oklahoma City.....Carpenter Paper Co.
Tulsa.....Beane Paper Co.
Tayloe Paper Company

OREGON
Portland.....Blake, Moffitt & Towne
Carter, Rice & Co. of Oregon

PENNSYLVANIA
Allentown.....Kammerer Paper Co.
(Division of Garrett-Buchanan Co.)
Lancaster.....Garrett-Buchanan Co.
Philadelphia.....Garrett-Buchanan Co.
Matthias Paper Corp.*
Paper Merchants, Inc.
Whiting-Patterson Co., Inc.
The Whitaker Paper Co.
Garrett-Buchanan Co.

RHODE ISLAND
Providence.....John Carter & Co., Inc.

SOUTH CAROLINA
Columbia.....Epes-Fitzgerald Paper Co.

SOUTH DAKOTA
Sioux Falls.....Sioux Falls Paper Company

TENNESSEE
Chattanooga.....Bond-Sanders Paper Co.
Knoxville.....The Cincinnati Cordage &
Paper Co.
Memphis.....Tayloe Paper Company
Nashville.....Bond-Sanders Paper Co.

TEXAS
Amarillo.....Kerr Paper Co.
Austin.....Carpenter Paper Co.
Dallas.....Carpenter Paper Co.
El Paso.....Carpenter Paper Co.
Fort Worth.....Carpenter Paper Co.
Harlingen.....Carpenter Paper Co.
Houston.....Southwestern Paper Co.
Lubbock.....Carpenter Paper Co.
San Antonio.....Carpenter Paper Co.

UTAH
Ogden.....Carpenter Paper Co.
Salt Lake City.....Carpenter Paper Co.

VIRGINIA
Norfolk.....Epes-Fitzgerald Paper Co.
Richmond.....Epes-Fitzgerald Paper Co.

WASHINGTON
Seattle.....Blake, Moffitt & Towne
Carpenter Paper Company†
Spokane.....Blake, Moffitt & Towne
Spokane Paper & Stationery Co.
Tacoma.....Blake, Moffitt & Towne
Yakima.....Carpenter Paper Co.

WEST VIRGINIA
Huntington.....The Cincinnati Cordage &
Paper Co.

WISCONSIN
Milwaukee.....Dwight Brothers Paper Co.

CANADA
Toronto.....Blake Paper Limited†

*BOX WRAP GRADES ONLY
†PRINTING PAPERS & BOX WRAP GRADES
‡PAPERETTE GRADES

THE CHAMPION PAPER AND FIBRE COMPANY

General Office: Hamilton, Ohio

Mills at Hamilton, Ohio . . . Canton, N. C. . . Pasadena, Texas

FOR FULL INFORMATION ON HOW THIS ADVERTISEMENT WAS PRODUCED, WRITE OUR ADVERTISING DEPARTMENT, HAMILTON, OHIO

THE PROOFROOM

By Burton Lasky

Questions will be answered by mail if accompanied by a stamped envelope.

Answers will be kept confidential upon request.

Some Errors Always Within Proofreader's Domain

- Proofreader's responsibility extends beyond finding typographical errors
- Catching unusual errors brings praise, doesn't justify missing obvious ones
- Here are some areas where mistakes can often be made and discovered

A proofreader's primary responsibility is to catch typographical errors. However, this basic skill is, more often than not, taken for granted by employer and customer alike. A reader who consistently maintains a high average on typos, but who habitually follows copy even when it is wrong or questionable, is not likely ever to be considered more than a good but routine workman.

He will be chastised for the occasional error he does miss, but seldom complimented or rewarded when things run smoothly. His worth is usually judged by the number of unusual errors he finds, most of which result from incorrect copy.

Responsibilities Often Vague

The other side of the coin is the fact that errors in manuscript create their own problems for the proofreader. Misspellings, grammatical mistakes, factual inaccuracies, inconsistencies of style—all these fall within the proofreader's purview, but the limits of his responsibility for such errors usually remain undefined. These limits always seem to be wider after a job is printed than when it is in various stages of proof.

This month I wish to describe a few types of mistakes which the proofreader is nearly always expected to catch. They are usually considered AA's, but they do not necessarily originate in the manuscript. Some may be caught in galley proof, but others do not appear until a job is in page proof. They may be called "hidden" errors in that the proofreader is unlikely to find them unless he follows procedures similar to those described in the succeeding paragraphs:

1. *Contents pages.* A table of contents should always be read first against copy and then against the page proofs themselves. Obviously, proofs of the contents must be retained by the reader until he has had the opportunity of comparing them with the pages. Page numbers listed in the contents must be identical to those

on which the chapters or sections actually begin. In addition, chapter titles and authors' names should agree exactly.

2. *Cross references.* All references to other pages, chapters, figures, etc., should be checked. They usually occur as parenthetical notes: (See page —). If the proofreader is unable to look at the cited page himself, he should query a verification in the margin. Although cross references to pages cannot be filled in until a job is made up, they should not necessarily be ignored in galley proof. Ciphers, blanks, or turn sorts should be substituted for all manuscript page numbers.

The proofreader should query these references in galley proof so that the queries may be transferred to successive proofs. This simplifies the task of spotting the cross references when the page numbers are ready to be inserted. The actual

insertion of the numbers may or may not be the proofreader's responsibility.

3. *Numbered or lettered lists.* Lists of items, or paragraphs, preceded by numbers or letters must be checked for correct sequence. Omission (1, 2, 4, 5), duplication (a, b, b, c), or transposition (a, b, d, c) may occur. Sometimes this type of mistake may be traced to poor copy editing, but frequently the error results from a revision in proof. If an item is deleted or added, the succeeding numbers or letters must be changed. Any such correction should serve as a warning flag to the proofreader.

A similar situation may arise with a group of items, numbered or not, following a sentence such as this: *There are five reasons for banking at National Investors.* The proofreader should count the succeeding reasons to be sure that there are five.

Reference Marks Should Match

4. *Footnotes.* Great care must be taken with footnotes or bibliographical entries and their corresponding reference marks in the text. Footnotes may be keyed to the text with reference symbols (*, †, ‡, etc.) or numbers (1, 2, 3, etc.). If symbols are used, the first one on each page should be an asterisk. If there is more than one on a page, it is likely that the order will have to change in the transition from typed manuscript to printed page.

The same thing is true for numbered footnotes that start with ¹ on each page. Thus, a footnote that is keyed with a double dagger or the number ³ in manuscript may become an asterisk or ¹ in page proof. It is the proofreader's responsibility to be sure that the sequence in page proof is correct and that the text references and footnotes correspond.

When there are a large number of references, the foregoing system can create many problems in makeup. Because of this, publishers now tend to number references consecutively through a chapter or entire book. Here, too, the proofreader must check the sequence. As he encounters each reference number in the text he should mark it with a circle or an inverted caret. If possible, it is also advisable to

(Turn to page 73)

Various proofreader's marks are printed on government post cards and sent to customers as promotion by Verstegen Printing & Lithographing



PARAGRAPH

PROOF READERS' MARKS

PARAGRAPH: Start A New Thought, Begin A New Paragraph

Let's start with the thought that you are a small advertiser, you can't afford an advertising agency to do your creative work for you. Here's a new thought for you to mull over. Verstegen Printing and Lithographing Company maintains a creative staff that can prepare your printed advertising for you, write your copy, make your drawings, arrange for special photographs, etc., all at a cost you can afford to pay. Naturally we don't run an advertising agency, this is a service we render to all our printing customers. So begin now—write, wire or phone

8-4584

Verstegen Printing & Lithographing Co.
SUCCESSFUL ADVERTISING PRINTING FOR 40 YEARS
615 Douglas St. Sioux City, Iowa

PROMOTION FILE

By HARRY B. COFFIN

4 Idea Sketches

Clip and reproduce these for use
In your own direct mail campaign

Some of your printing prospects have their own advertising department and/or ad agency to develop promotion material. Some do not. In either case, most of them will welcome ideas for printed pieces they can use to advantage, no matter where they come from.

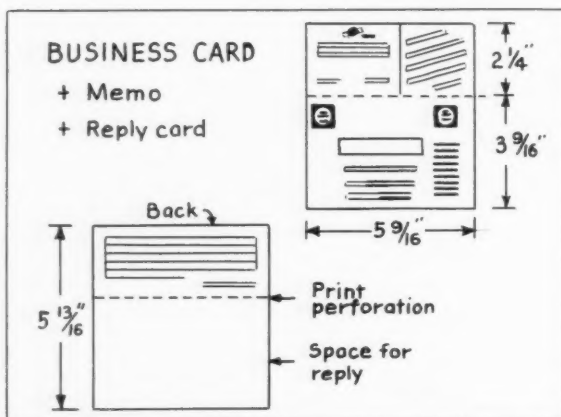
Prospects may now rely on their printer mainly for his good judgment on styles and sizes of text and display type faces, on

column measure, leading, heads and sub-heads, positioning of pictures, choice of papers, inks, etc.

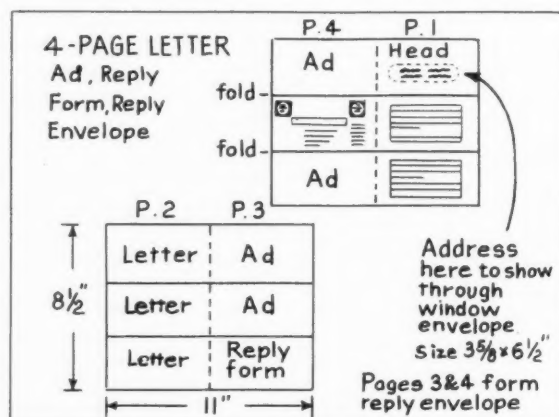
It is only natural that each prospect should also expect you, as printer, to be interested in his products, services, markets, and sales problems; to be on the lookout for good ideas he can use! The printer who is most alert in showing each prospect how new kinds of printed pieces

can help solve his problems in office records, correspondence, and sales promotion, and who is diligent in producing these effectively and with due economy, deserves his business.

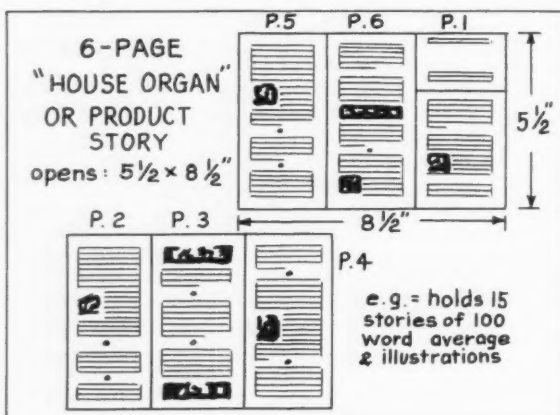
Too many printers assume that each prospect already knows his printing needs and that the printer's role is that of producer only. But a more aggressive and imaginative approach by the printer will



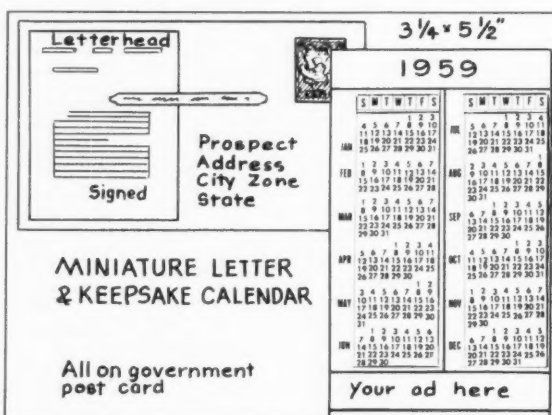
Here's a simple yet versatile form for you which combines a business card with blank space for a handwritten or typed memo to leave with or mail to your prospects. Note the additional space for your prospect's questions and answers, and your business reply card to make it easy for your prospect to mail this reply back to you. Personalize the cards for each representative



This 4-in-1 letter, ad folder, reply form, and reply envelope can save time and money in your office correspondence and your direct mail. It's the standard 8 1/2 x 11-inch filing size. You fold it to 5 1/2 x 8 1/2 inches after typing or processing the letter on pages 1 and 2. Your prospect finds the ad copy and reply form on pages 3 and 4 which he refolds and staples for reply envelope



Perhaps you can use a simple house organ devoted to just one or several of your prospects or services. Mail or give these to a special list of prospects. Even a small six-page folder, as sketched here, can be effective if well written. For added interest use thumbnail sketches or small photographs interspersed throughout text. You can cover many subjects in each issue this way



Your calendar for the new year, even on a post card, will be appreciated by your trade. Even if other calendars are received, there is usually a spot on your prospect's desk or nearby wall where a calendar will come in handy. Note the border layout and type setup for miniature letterhead to the left of address area where you can write or type a personal message to prospect

4 of the many ways to submit "Idea Sketches" on promotion pieces for you to mail and hand out. Add material about your staff and plant!

pay off in developing new uses for printing for each account! If you can sell even one new use a year to each prospect, this can bring in 100 extra jobs from 100 prospects.

One or more of the four "Idea Sketches" on the left-hand page of this spread may be new to many of your prospects. Any of the ideas may arrive at just the right moment—perhaps meeting a need

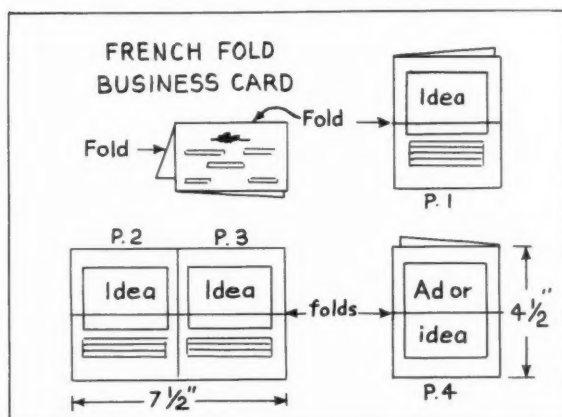
of which neither the prospect nor you was fully aware. The sketch can suggest its own application to the viewer's business.

So, reproduce one, two, three, or all four of these sketches by any process *regularly* each month. Use one or more of the four layouts sketched on the right-hand page below for presenting the sketches. Frequent change and variety in your presentation is desirable. Also, the pieces you

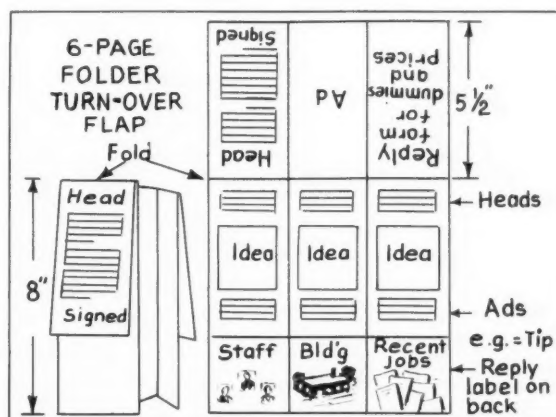
use in selling them can also be adapted by your prospects.

These layouts are kept simple so that their basic structure is emphasized. Thus, firms in any field can easily visualize how they can adapt them.

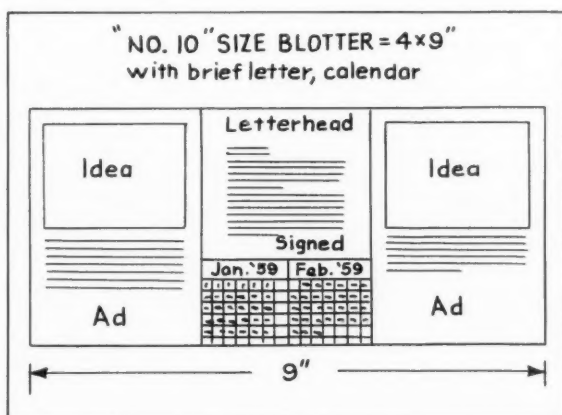
Your customers and future customers will be glad to find that you are more than a printer. They should come to depend more and more on you for creative ideas.



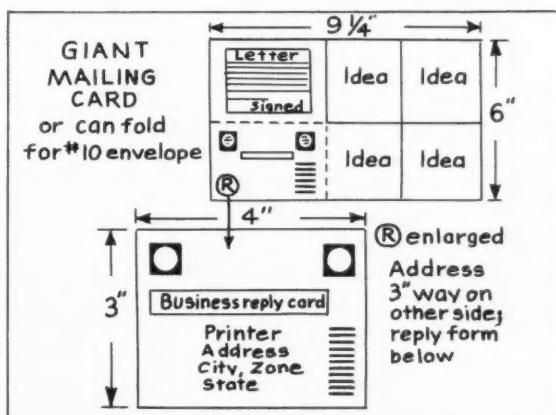
Here is a simple way to submit three or four of the "Idea Sketches" to printing buyers. It is also an idea nearly any company can use in lieu of the more conventional single business card. French-folded to size of business card— $2\frac{1}{4} \times 3\frac{3}{4}$ inches, it opens out into an eight-page folder with ample space for a sales story. Use it when you make calls as keepsake, or mail to prospects



This sheet of bond paper $8\frac{1}{2} \times 13\frac{1}{2}$ inches folds once parallel to the $8\frac{1}{2}$ -inch way, then twice the other way to approximately $2\frac{1}{2}$ -inch page width. It provides a turnover flap $5\frac{1}{2}$ inches deep at the top of the folder which makes your short covering letter stand out by itself on page 1 in a somewhat third-dimensional effect. Sheet can be printed on one or both sides, as preferred



A No. 10 size blotter provides a utilitarian base on which to print two of the "Idea Sketches" you may select out of the four which appear here each month. You can use the space in between for a short printed letter to tell of your large "Idea File" which is at your prospect's disposal. You might also use space for a two-month calendar and mail blotters every two months



This giant mailing card $6 \times 9\frac{1}{4}$ inches on a bright colored cover or cardboard stock attracts a lot of attention in the mail. There is room for a short letter in the upper left corner, four "Idea Sketches," and a reply card your prospect could use for requesting dummies, quotations, etc. The card could be sent out as self-mailer or folded to $3 \times 9\frac{1}{4}$ inches to mail in a No. 10 envelope

THE PRESSROOM

By George M. Halpern

Questions will be answered by mail if accompanied by a stamped envelope.
Answers will be kept confidential upon request.

Eliminating Scratches On Surface Of Printed Sheets

- Large sheets dragging along feedboard will become scratched or marred
- One solution is to use string to keep sheet from touching feedboard surface
- Here are some hints for the prevention of this problem in the pressroom

Last of Five Articles

A problem encountered time and again in the pressroom in backing up a sheet is how to prevent scratches from occurring on the printed surface of the sheet as it passes down the feedboard. Generally, the sheet travels down the feedboard by means of two conveyor belts. Large sheets overhang these conveyor belts and drag along the feedboard. This action produces scratches on the printed surface.

A technique for preventing this from happening is to use string to keep the sheet from touching the surface of the feedboard. Regular compositor's tie-cord may be tied around the feedboard at intervals so it will not interfere with the printed area or the action of the moving parts of the press.

Tying String On Feedboard

The ends of the strings should be joined underneath the feedboard so that the sheet will not be thrown out of alignment by hitting knots. The strings should be tight. Care should be exercised to prevent strings from *raising* the feedboard from its normal position. A change in the position of the feedboard would cause a change in gripper timing and tongue alignment.

The use of strings raises the sheet above the surface of the feedboard the thickness of one string. By so doing, the printed surface will not come in contact with the feedboard surface. If this technique is employed, the pressman should carefully observe the feedboard during the run to make certain that none of the strings are broken and have fallen into the press itself.

To secure proper sheet register control on the feeder, adjustments must be made to the tension rolls and balls. These usually rest on the conveyor belts and are an aid in bringing the sheet down to the guides in proper time. The tension rolls and balls also play another important role. They help prevent the sheet from hitting

parts of the feeder as it moves toward the guides by keeping it snugly on the conveyor belts.

Tension rolls are usually of two types. One type utilizes adjustable spring tension; the other has permanent spring tension. Most tension balls are of one type—nonadjustable, locked-in balls.

Since the tension balls are nonadjustable, they cannot be regulated to varying thicknesses of stock. However, the adjustable tension rolls have the ability to compensate for different weights of stock.

The position of the rolls and balls on the stock is entirely dependent on the thickness of the stock. Medium weight stocks such as 16-, 20-, and 24-pound bond; 50-, 60-, 70-, and 80-pound coated, and other book papers; and heavier weight stocks such as cover, index, and card, will require the use of both balls and tension rolls. At least one set of each of these will lie directly on the sheet, while the other set will be placed at the extreme tail edge of the sheet, half lying on the sheet and half on the conveyor belts.

Lighter weight stocks such as bible papers, onionskin, manifold, etc., will not

require both balls and rolls; in fact, it has been found that where both sets of these have been used, the sheet is apt to crumple at the guides. On very lightweight stocks the forward pressure exerted by the use of both rolls and balls is too great to be successfully tolerated. On occasion both may be used, but very little tension should be applied to the rolls, and neither device should be at the tail edge of the sheet. The most satisfactory results are usually obtained by using two sets of balls on tissue stocks.

Static Electricity Formed

As the tension rolls and balls ride the sheet, a certain amount of static electricity is built up; as a result lint and dirt tend to adhere to them. They should be immersed periodically in a solution of kerosene and machine oil, preferably over a week end when no work will be done. They must then be thoroughly dried before re-use.

Some presses come equipped with slow-down brushes which, just as in the case of tension rolls and balls, rest on the conveyor belts. These brushes prevent the sheet from moving upward and striking other sheet control elements. When placed at the tail edge of the sheet, they prevent the sheet from moving away from the front guides by holding the sheet in position. These brushes, too, ought to be

Peter Hoe Wilcox (r.), great-great-great-grandson of Robert Hoe, founder of R. Hoe & Co., Inc., in 1805, looks on with his mother, Mrs. Carolyn Hoe Wilcox, as Joseph L. Auer (l.), president of Hoe Co., describes part of four-unit press being assembled at Hoe's Bronx, N.Y., plant for the Oakland Tribune



checked occasionally for cleanliness and dried ink.

Adjustable wing rods have one primary function. They prevent the sheet from hitting the carriage. Rods come in several sizes and are attached to the carriage by means of butterfly screws. They can be moved anywhere along the carriage in relation to the size of the sheet. When adjusting these rods to a sheet, the pressman should be sure that the rods do not interfere with the side guide, bunter block, or other moving elements.

Light Papers Will Blow

Occasionally, lightweight papers such as manifold and onionskin will be blown upward against the wing rods; while these rods are designed to keep the sheets down, they do not always accomplish this purpose. Most presses come with only a limited number of rods. If the sheet is very large, spacing out the rods evenly will still not cover the entire sheet. Any air draft getting under the sheet will cause it to raise up.

To prevent this, and as a supplementary aid to the rods, gummed tape can be used. If a number of pieces of half-inch wide gummed tape are looped around the cross bars to which the wing rods are attached and allowed to droop to about one-quarter inch from the feedboard, any draft getting under the sheet can cause the sheet to rise just the one-quarter inch tolerance. Several of these gummed tape strands across the feedboard carriage cross bars may be used as required.

The interaction of the side guide and the sheet is dependent in part upon the reaction of the sheet to the bunter block. As the side guide moves toward the sheet, the bunter block, operating on the same cam, butts the sheet toward the moving side guide. This is supposed to insure perfect register of the side guide and sheet. However, practice has found that the bunter block is more of a hindrance to good register than it is worth.

On light and medium body stocks the bunter block creases the edge of the sheet during its striking motion and frequently forces the sheet up against the side guide too heavily. Too much pressure will cause nicked edges of the sheet at the side guide. The damage thus caused either throws the sheet out of kilter on the feedboard or prevents proper registration with the side guide when going through the press a second time. With this type of stock it is best to leave the bunter block off.

On the other hand, heavy stocks such as bristol index, covers, and various boards require bunter block action. These stocks are generally too heavy to be pulled over by the side guides (even when more spring tension is placed on the guide) and the added butting by the block is welcome. Since the edges of these stocks are stiff, little or no damage takes place when they are pushed directly against the guide.



Proofreader Must Catch More Than Type Errors

(Continued from page 69)

read the corresponding footnote or bibliographical entry as soon as the text reference appears.

Checking the sequence of text references while reading proof may distract one's attention from more serious errors, so it is preferable to do this as a separate operation. This is a simple task if the numbers are conspicuously marked. Such marking also aids the makeup man when footnotes are being used. Note that in some types of work reference numbers may be repeated. They should be marked only when they appear for the first time, in proper order.

5. *Location.* Watch out for improper use of the words *above*, *below*, *foregoing*, *previous*, and *following*. For instance, copy may refer to an item mentioned *above*. That may have been correct in manuscript, but in pages the item may appear on a previous page. *Above* and *below* should refer only to position on the same page, but if they are used consistently throughout a manuscript in their broader sense, the proofreader may accept them as synonyms for *previously* and *following*.

Mistakes in references to position often occur in jobs with many illustrations or charts. A layout may be changed, moving a cut described as *above*, *right* to *below*, *left*. Similarly, an illustration that precedes its text reference in the manuscript may have to be put after it when pages are made up. The proofreader must always be sure that the *preceding illustration* really does precede the text reference.

Corrections which have to be made because of mistakes like the foregoing are almost always charged for as AA's. Nevertheless, the customer usually appreciates their being caught. Troubles are more likely to arise with authors' mistakes which could and should have been corrected in manuscript.

Mystery Thump In Press

Q.—About 18 months ago my two-color press developed a slur across the first cylinder midway between the gripper and draw bar. Plunger adjustments were of no avail so a sheet of kraft was put under the bed bearers. This eliminated the slur, but a few months ago *every third impression* of the press started to make a resounding "thump." What is the cause of the thump and how can I eliminate this problem?

A.—It seems that no consideration was given to the timing relationship between the bed and the cylinder when the kraft was placed under the bed bearers. The heavy thump could be caused by missing teeth in the gear rack or broken springs. Do not operate the press in its present condition. Raising the bed bearers without a corresponding rise of the cylinders results in forced pressure of the cylinder on the housing. Something is bound to give.

Morrill Co. Opens New Plant

Geo. H. Morrill Co., a division of the Sun Chemical Corp., has opened a plant in Greensboro, N.C., for distribution of news black and ROP inks to newspaper publishers in the Carolinas and Virginia, West Virginia, and Georgia.

LESSON OF MONTH FOR COMPOSITORS

Don Bosco

and his PREVENTIVE
TECHNIQUE
in Education

PAUL AVALLONE, SDB

Equal spacing, or something close to it, between elements of a design is usually inadvisable. It violates proportion—simplest definition, *pleasing variety*—to which, regardless of what area of application is involved, almost everyone is pleasurably sensitive to. Book jacket above has merit in character and warmth of the rough, unprofessional calligraphy, and we can condone but not endorse the design of lines being too wide for the page. Larger lettering was made possible, and some punch results from contrast with conventional margins. Centering middle element between others is without compensation. Rearrangement below demonstrates improvement and note that the conjunction is, as it should be, close to the first of the two copy elements

Don Bosco

and his PREVENTIVE
TECHNIQUE
in Education

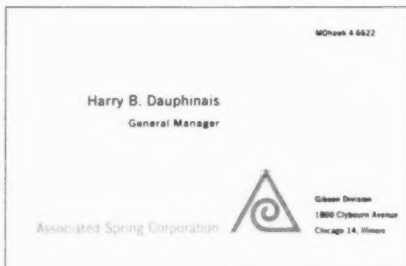
PAUL AVALLONE, SDB

SPECIMEN REVIEW

By J. L. FRAZIER

Unusual Type Book Qualifies

THORNER SIDNEY PRESS, Buffalo.—Your new type book is fine, offers much food for thought; the cover offers ideas decidedly worth passing along to all readers. Of 9x11-inch size to permit standard filing, the book is printed the long way of the page with good reason. You decided rightly that the single word "Type" is as descriptive as "Type Specimen Book." The one word appears in classic, monumental roman capitals more than two inches high at about the same distance below the white plastic binding across the long dimension at the top. As you so aptly state, this device enabled you to work a constructive design into the background of the four very large letters without creating the confusion that might have arisen by using three words for such a design. The big letters are printed in a most attractive medium brown and the construction design background of rather delicate line is in gray, in no sense objectionable. The same colors, naturally, are used for the three lines near the lower right-hand corner to present your name and the usual accompanying copy—



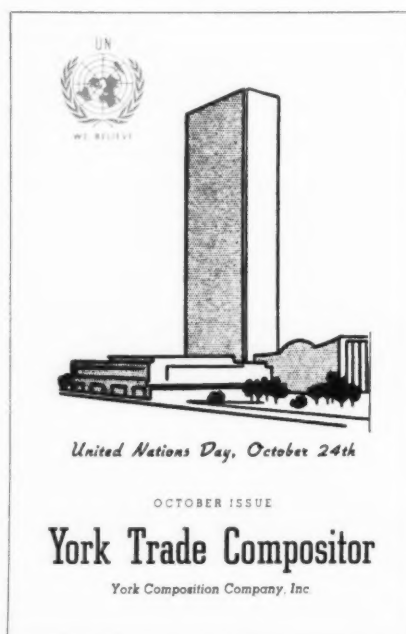
Believe in note of similarity between all business forms? If not, compare this card with letterhead in November. Original is in black and quite deep blue on white

services, address, and telephone—with associated decoration. Simple as it can be, thanks to grand lettering, the cover is at once striking and good to see. The inside pages carry specimen lines of foundry, Ludlow, and Linotype faces, each group separated in the book by cover-weight leaves with extension tabs to facilitate reference. Specimen lines appear in two columns across the long way of the pages, as on the cover; your only error is in the handling of them. You have more than necessary space between the columns; with the top and bottom margins much narrower than those at the sides, the lines should have been longer. The least important reason for this is more uniform margins; generally, we like wide margins. The most important reason is that, with the longer lines, more of each size and style of type can be sampled. This could be extremely helpful to users. In the case of the larger sizes especially, the showing seems

quite inadequate. We realize that it would be something of a problem to show the big sizes in lines the full width of the page. Don't forget, however, that these lines are often traced in making layouts and scaled in fitting out. We realize, too, that what we suggest regarding the big sizes would probably mean more expense, which would not be true if the lines within the two-column format were longer.

Big Type, Soft Colors Score

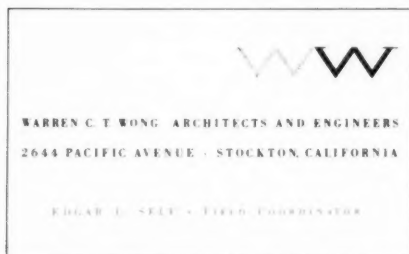
MANEKE-KINZIE PRINTING Co. of Tulsa, Okla.—The samples you submit satisfy us in the firm belief that no business man in bustling Tulsa need go out of town for printing as fine as he could want. Letterheads turned out on your small offset press are



Potential of simplest art at low all-around cost is demonstrated by above type-set cover from house organ of York (Pa.) Composition Co. The comparative bigness of elements creates the power on small page

eye-openers, are both impressive and "classy" in design, and are remarkably well processed. If you are not now a source of supply for samples to go into portfolios of paper manufacturers, some one is missing a bet—and it might be you! Design and typography are usually robust, though refined by stylish, modern types and the use of unusually pleasing and certainly not harsh colors. Ostentation doesn't necessarily follow bigness. Carrying such fine stationery as samples in your impressive big folder from time to time must prove resultful. The folder announcing your 25th anniversary is beautiful and striking;

the type is larger than routine work would dictate. The effect has been toned down for esthetic gain without loss of impressiveness through being printed in a medium gray—where rote would suggest black (for type)—and a soft blue second color. Here is an idea we're delighted to see more and more printers making use of: printing in color rather than black wherever possible. The gray stock has associated merit and adds something over conventional white. In the heat of production even the best can err, as we're sure on second thought you'll agree you did in handling the blotter-size card featuring a quotation from John Ruskin. In general, it's a pleasing thing in black and deep green on soft medium-green paper. No one appreciates the benefits of white space more than we do, but it may be excessive, especially (as in this case) when with a little less of it improvement is possible. Especially in view of the extensive white areas below and (especially at the right of the quotation block) the lines which seemingly are set solid crowd one another. With the lines a little longer, two lines could be eliminated to permit extra leading of lines—the wider spacing compensating for the longer lines—thus overcoming the effect of crowding. Note, too, that by widening the group the proportions between



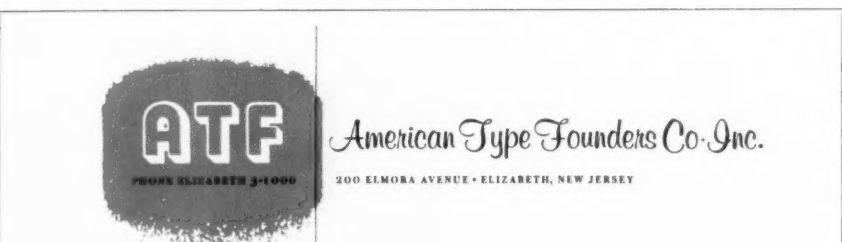
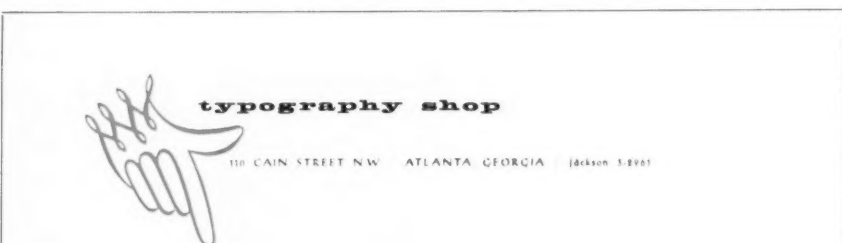
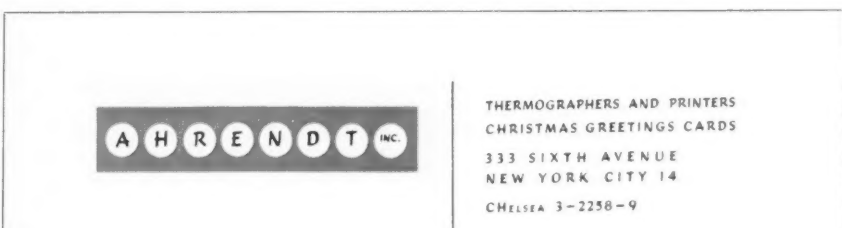
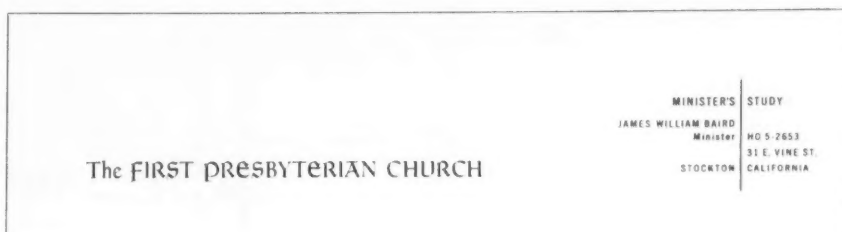
Modern card by Hansen-Scudder of Stockton, Calif., gleams distinction. On original, first big "W" is a warm gray; last line is orange, and the rest is black. Note "family resemblance" of letterhead at the right, above

its width and the open space on the right would be better, e.g., not so nearly equal. Another point: lines in a tight composition will not seem so closely spaced as when there is much white space. Whiting out is a relative matter and is effected by comparison.

Fine Points In "Whiting Out"

RON. KLETKE of Calgary, Canada—Contemplating the date of your letter accompanying the "Open House" announcement of Kyle Printing Limited, we realize that both became misplaced in our workshop. Coming up now, however, the card will serve as an example to define something another reader recently brought up. Specifically, he asked, what is meant by the term "whiting out"? That's an expression which we have used here on occasions. It was a most common expression in reference to the distribution of white space in printing when we worked at the case and layout desk; while we don't believe the term is commonly used today, it should be descriptive. Now, to your card, and the exemplification. Type is arranged around two rules; one is 3-point in red and rather high in design and is crossed by a one-point vertical rule in black to divide it into two lateral sections, the second (on the right) twice the width of the first. In the

LETTERHEADS



Picture on original of the top design is in gray, type in rather deep blue. The second, also by Hansen-Scudder of Stockton, Cal., is in black and medium gray. Both are truly distinctive. Ahrendt's is a repeat showing, an apology for using the wrong name line several months ago when bad register of letters in circles was discovered too late. Color on original by thermography (raised printing) is gold. It's an Ahrendt specialty. Sol Malkoff, most ardent of all cap dodgers, did heading for his and Max McGee's "typography shop," of Atlanta; color on the original was pink. What more recent brush or other script in light-face has anything on Traffon, used by top-flight typographer Katz on his design? Color on original is deep blue. For that fresh, new look, Murray Hill, used for name of group's final heading, is just about tops. On the original, color is bright, rather light blue

The invention of printing is the greatest event of history. Under the form of printing, thought is more imperishable than ever; it is volatile, intangible, indestructible; it mingles with the very air. In the reign of architecture it became a mountain, and took forceful possession of an era, of a country. Now it is transformed into a flock of birds, scattering to the four winds and filling the whole air and space.

Victor Hugo

Some drivers get into trouble because they keep watching for cars on the sidewalk.



Among the small things that count and help in the printing business is the manner in which printed matter is sent out. An untidy package is a bad indication of a neat job and produces an unfavourable first impression. First impressions are generally conceded to be of unusual value, and it is worth while to gain this advantage by having work delivered in attractive parcels. And it will aid if the most conspicuous feature of the neat package is a becomingly printed address label.

A gross writer to a woman who feels like a new man.

7

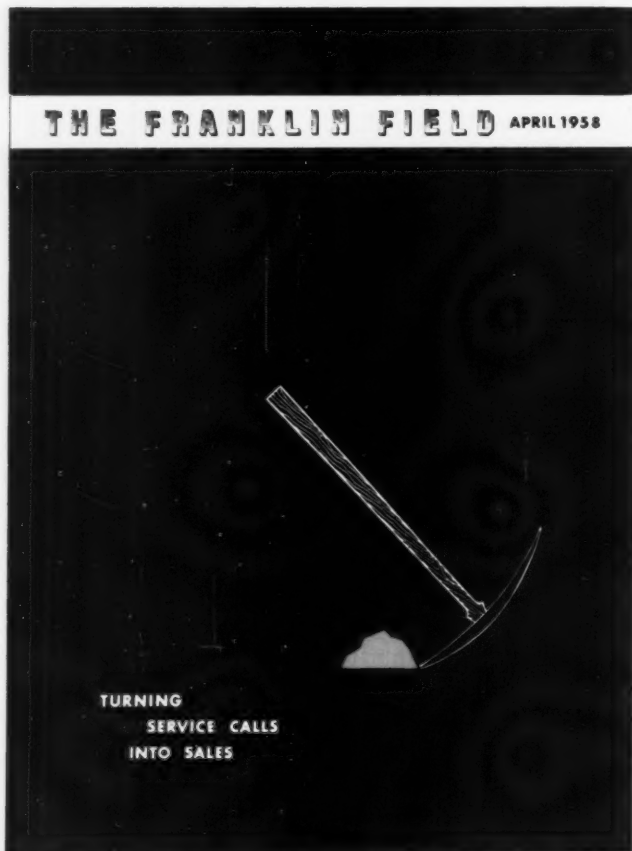
Characteristic sparkling page from company magazine of McLean Brothers, Montreal typographers, bidding for attention and interest by being printed long way of paper page. Second color on the 9x4-inch original is orange

section above the horizontal red line and to the right of the black one, the title "Open House" in the beautiful Trafont Script appears in black along with all type. The space to the left of the vertical rule and above the red line is open, but there's type on either side of the black rule below the red line. Now, as to "whiting out." The title is very close to the rules at the left and below, whereas the lines below the red line are very widely spaced and the limits of the two groups are much farther from both rules than is "Open House." The distribution of white space, whiting out, is therefore faulty; the title is seemingly "tightly bound" and the other two groups are very loose and open. There should be no such disparity; the effect

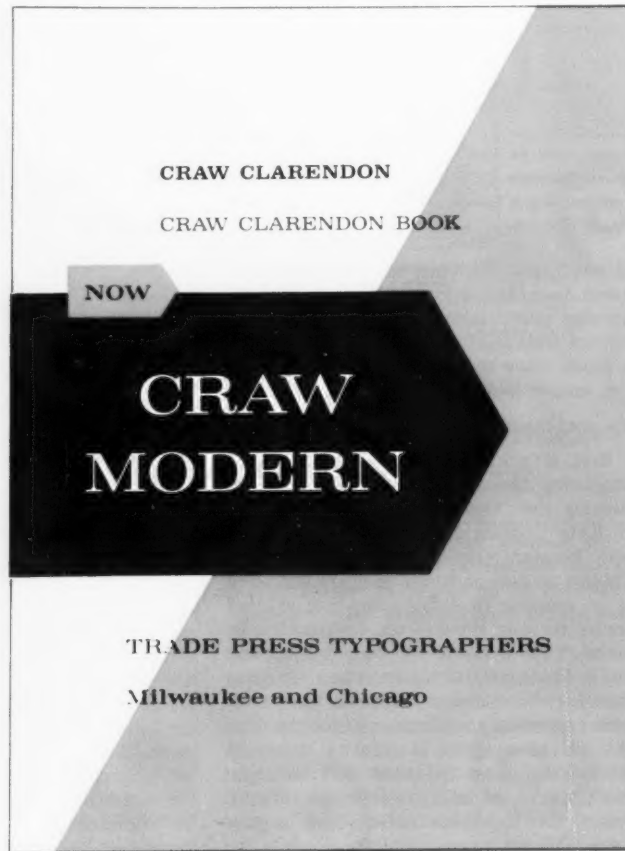
would have been improved by having the red horizontal rule a bit lower and shifting the vertical one somewhat to the left, allowing more space around the title and necessitating desirable closer spacing of the lines of the lower blocks—more pleasing because of better proportioned allocation of white space. In spite of a rather pleasing effect as a whole, you missed another point. There are four lines in each of the groups below the red line. Improvement would be manifest if those on the left aligned horizontally with those on the right; that would make for better "order." With the lines on the left of the rule in italic and those on the right in light sans serif caps, the groups are definite entities, and would be even without the rule.

Odd Play With Word "Plant"

DOUGLAS PRINTING Co., Jacksonville, Fla. —We've been on this job for a number of years, studied myriad specimens, but don't recall ever having seen a printing house depend upon a twig with six leaves for getting attention and inciting interest in its advertising as you do with your French-style folder, "Ever Seen a Printing Plant?" The twig and leaves are big in relation to the 9x6-inch page, from top to bottom one way, and quite realistic in green shaded with black (half-tone) and highlighted with the white of the paper. Everything is on a background of black with the title (quoted) white, reverse color, near the lower right-hand corner. We're not sure of the merit of the comparison, but some readers might find use for the general idea. The effect of the page is striking. The folder accomplishes one thing if nothing else; it shows you do good presswork. Opening the folder, we find the spread covered with a halftone printed in a pleasing light green with the twig and leaves in reverse color; the plate is otherwise solid but with the halftone shading of leaves in green. While the total effect is good, the type matter in a comparatively large size near the lower right-hand corner does not stand out well enough because the green background is too strong in relation to the light square-serif type. There must be contrast between the background and the printing, especially for the type; as light as the green is, it is still decidedly stronger in tone than the white



We show as many "black" covers that are worthy as we can get, yet too few. The scarcity adds to their attention-arresting effect. This one from the agents' magazine of the Franklin Life Insurance Co. in Springfield, Ill., has added value in the limitation of the orange color, the better to suggest the "pot of gold" idea. Although all right on original page, we've reduced type proportionately less than rest



Breaking up a page into segments of unusual shape—as simple geometric shapes in folder title page above—contributes suggestion of action, and who will say it doesn't increase power and interest? This progressive quality typographic house issues a similar letter-size folder every month, demonstrates thereby belief in what brings it business, advertising. Color on original is bright yellow-orange

paper. You erred in not using a moderately heavier type such as Garamond Bold. The essence of the copy slant is that if one has ever visited a printing plant—yours by inference—he must make a return trip to see the progress made. Top merit of the piece is that it demonstrates good presswork.

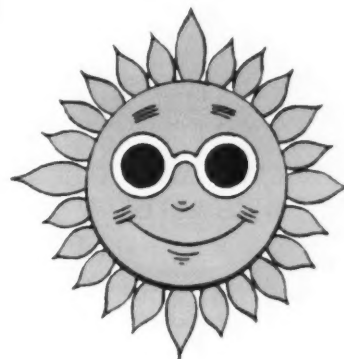
Printing Described Step By Step

MOR-CRAFT Co., Pittsburgh, Pa.—Well, if we've had to forego hearing one way or another from Ken Chapin, whose work and observations once greatly interested us, we're glad he remembered to tell you to send the copy of your accordion folder, "The Hands of Mor-Craft as they skillfully work for you." As a printer's self-advertising piece it is as unique and appealing as it is impressive. Closed, the front is featured by a bleed illustration occupying a bit more than half of the page laterally; this is featured by the typical artist's palette with your name slant-wise at about center and surrounded by small dabs of a dozen colors. The title quoted in smart lettering appears at the right of the picture and near the bottom. Now, for the idea. Lift the top leaf and the whole sheet drops, disclosing the 12 9½x3½-inch sections of one side. There are, of course, including the front leaf, 12 sections on the other side of the sheet. Each section is halved laterally like the front by an illustration, bleeding off three sides, and open space in which brief text relating to the picture is printed in black. Halftones alternate from right to left

THE YORK TRADE COMPOSITOR



27 years without a miss
YORK COMPOSITION COMPANY, Inc.
August 1958

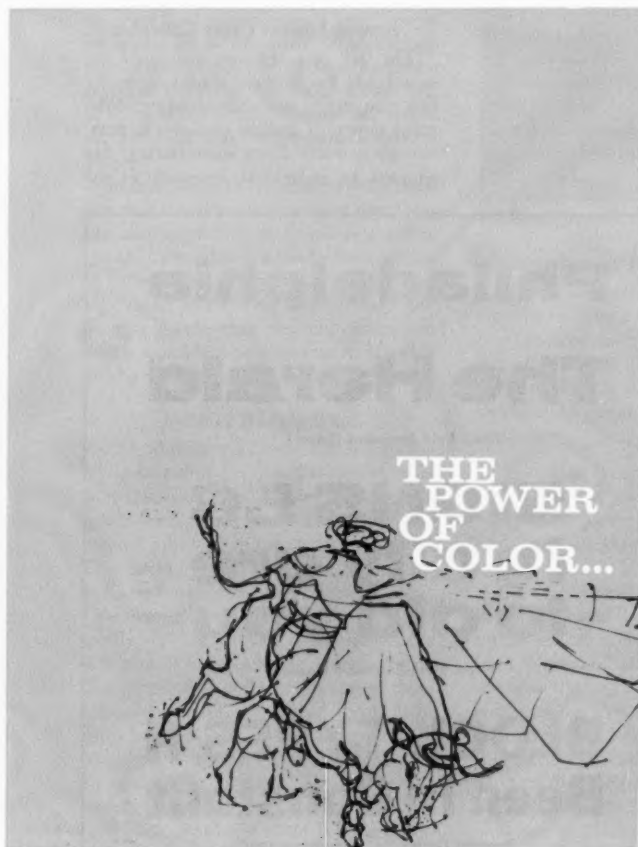


YORK TRADE COMPOSITOR

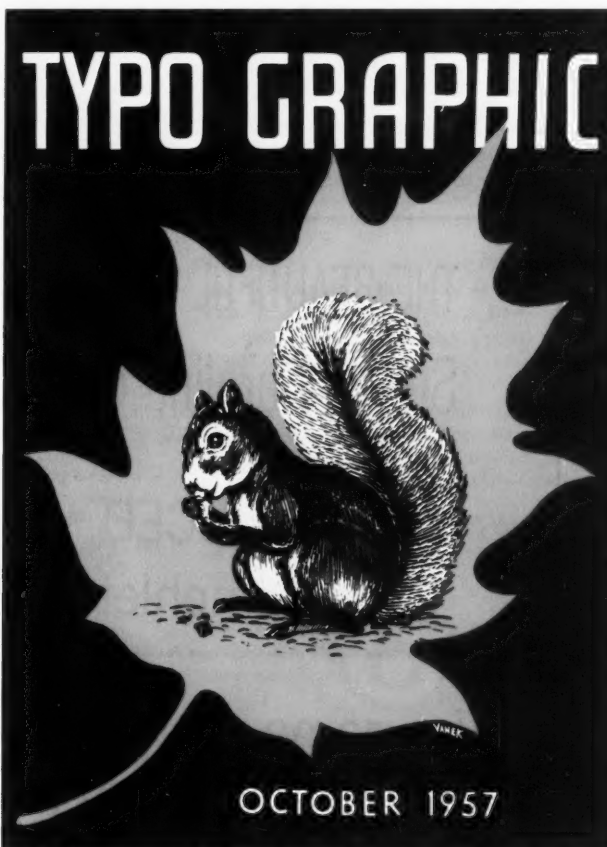
Above covers from Phil Mann's magazine prove hitting bullseye—respecting mentioned qualities—by one on a preceding page was no chance shot. On original of first above, shield is in blue; color on other is a yellow-orange

on each succeeding section or page; the spreads, starting with the first after opening, illustrate and explain the operations incidental to handling an order for your product, fine quality direct advertising for the most part. We can't imagine a buyer who would not follow the whole and highly interesting story to the end and in doing so

fail to get the idea that "here's a printer who does the kind of work I want." The general idea of showing steps of production is not new, but we don't recall having seen it carried out so thoroughly and interestingly as you have. It is, indeed, quite an education in the production of offset printing; the printing is as clean as the design is effective.



While as a regular fare, square and near-square pages would become more tiresome than those of, or near, the golden oblong, the "shock" effect of the former in contrast with the usual adds attention value. The front of the portfolio of the Fox River Paper Co., 11x12 inches, however, is here reduced as to width. Note informal spotting of design and stacking of lines, OK for occasional "shock" treatment



Marked seasonableness is but one outstanding merit in cover from magazine of Pittsburgh's top-flight typographic house, Edwin H. Stuart, Inc. It is power-packed, "living" evidence of results when admonition we once gave in article heading is followed, to wit: "Make it big and keep it simple." What could color on letter-size original be but "punkin" orange? And against black it's effective!

THE COMPOSING ROOM

By Alexander Lawson

Questions will be answered by mail if accompanied by a stamped envelope.
Answers will be kept confidential upon request.

Modern Sans Serif Types Are Printers' Workhorses

- Sans serif type faces have remained popular for the past 30 years
- Gothics most widely available, most constantly used of sans serifs
- Poor system of nomenclature has caused confusion in type classification

Last month this department traced the development of the modern sans serif types up to the recognition of the Futura model. This month's article continues the discussion of sans serifs.

American Type Founders found that Bernhard Gothic, a good individual design, was in danger of being passed by, and that the Metro type of Mergenthaler—another type deliberately patterned to avoid imitation—had suffered a similar fate. Both firms combined on Spartan, a type based on the Futura pattern. The original agreement called for the Linotype firm to supply composition sizes, with the foundry bringing out the display sizes.

At present both companies supply a whole range of sizes. However, Bernhard

Gothic and Metro have retained their popularity and are still being used a great deal—Bernhard by smaller printing concerns and Metro in newspaper displays.

The Lanston Monotype Co. countered the Futura trend with a series called Twentieth Century, modeled by Sol Hess. Intertype concluded royalty arrangements with the Bauer Foundry to cut the original Futura for slug composition.

The popularity of the modern sans serif has remained high for 30 years. Even now it does not seem to be diminishing. Typographers and designers—and of course ordinary printers themselves—have often forecast the return of the classic roman, but the Futuras still dominate commercial printing.

In 1953 the introduction of the wide gothics began a trend which threatened to slow down the use of the Futura inspired faces. However, the only effect was that the extended versions made in the heaviest weights were eventually added to the sans serif series. In 1955 the squat gothic revival yielded to the extended square-serifs—or Egyptians—and the Clarendons.

At the present even these variations do not seem to have affected the continuing preferences for the Futuras. Their wide range of weights and variations of form give these letters a unique place in the design of commercial and advertising printing.

Naming System Lacks Cohesion

The lack of a cohesive system of nomenclature has brought confusion to the easy recognition and understanding of the many sans serif designs available to present-day printers. Every manufacturer has adopted an individual approach to the

THE BEAUTIFUL Dawn
SOUTH Carolina on

Venus Light Condensed (Bauer)

REPRODUCED
Neat Pamphlet

News Gothic (American Type Founders)

The name of quality
MOTOR BICYCLE

Standard Gothic (Typefoundry Amsterdam)

Philadelphia
The Herald

Venus Bold Extended (Bauer)

SIGNS 56
In city are
to aid you

Tempo Black Extended (Ludlow)

BLOCK TYPES H
Been In Constant

Franklin Gothic No. 107 (Monotype)

matter of assigning names to the various weights which are being offered. It is difficult to keep up with additions to the "family" of each competing type.

Currently, 14 descriptions of weight of stroke in sans serifs are available. This fact alone would not hinder selection, but the manufacturers do not agree on just what width of stroke represents a particular designation.

For example, the weight Demi-bold in Futura is called Heavy in the Spartans, Bold in Twentieth Century, and Semi-Bold in Airport.

Similar discrepancies exist in most of the other weights listed. Even further problems are posed by the Vogue group, in which the light weight is named simply Vogue; in the Airport family the medium is termed Airport Gothic.

It is unlikely that any concrete will be attempted to correct the confusion, with the possible exception of a determined effort by trade associations.

In outlining the classification of types without serifs, the reader may have noted that no specific mention was given to the gothics. From the discussion of the modern sans serif he will see that it is difficult enough to classify that particular group without adding about a hundred additional types to the list.

While interesting to the typographer, the variety of gothic types is appalling in its confusion to the artist or production man. Gothics pour from type specimen books in weltering confusion. Almost half of them are known by number only—but the numbers don't agree from source to source.

Examination of specimens will indicate that the difference between one number and another in a gothic is a subtle change only, such as a shade more weight in letter stroke, or perhaps a slight difference in set width. This is particularly noticeable in the slug machine gothics in which it is often necessary to fit a gothic on the same matrix with a roman type.

Gothics Widely Used

The gothics represent the workhorse group of printers' types. Except for occasional unusual display, most of the gothic group lends itself to the run-of-the-mill printed jobs which need only be legible. This includes such work as price lists, business forms, catalogs, directories, etc.

However, even this large and varied family may be broken down into more comfortable or digestible classifications. The copperplate gothics form one of these informal groups. Available from most foundries and machine companies, the copperplates are perennial best-sellers to all commercial printers. Their range of sizes is from 6- to 24-point.

In each point-size there is a variation of up to four body sizes, all with common shoulder alignment, making it possible to compose two sizes of caps without

the necessity of fitting two body sizes together.

A variation of this group is the form in which the round letters are squared, as in Bank Gothic and Stationer's Gothic.

Probably the most popular gothic series is Franklin Gothic, which is available from ATF, Monotype, and all three slug machine firms. The variations of width range from the extra-condensed up to the extended.

We have already noted the wide range of weights in most of the sans serif type families. In the gothics the range is not so extensive. Most are quite bold and if it is necessary to use a lighter weight, a different gothic is used. This is particularly noted in the ATF series—Lightline Gothic, News Gothic, News Gothic Bold, and Franklin Gothic—which bridge the gap of light, medium, bold, and extrabold.

Two European typefounders export gothic family groups to the United States. Typefoundry Amsterdam offers the Standard Gothic, and Bauer the well-known Venus family.

A gothic which has been widely used for advertising display in the postwar period is News Gothic, now available from ATF, Monotype, and Intertype. The Lud-

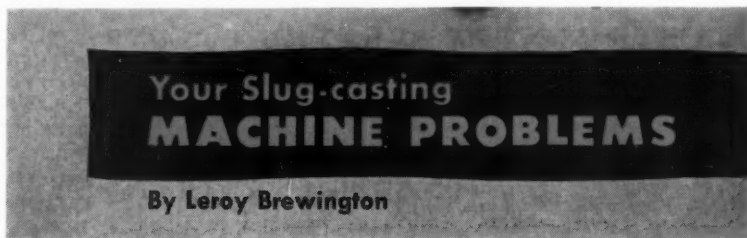
low version is called Record Gothic, and Mergenthaler's is named Trade Gothic.

An interesting revival occurred in 1953 when ATF produced Franklin Gothic Wide, and the Bauer foundry of Germany brought out Venus Extended. Both of these types were revivals of 19th century forms, but met current design trends in their rather squat dimensions.

The surge of interest in the wide types grew to almost epic proportions and has not yet abated. This continuing trend has influenced the founders to add to their sans serif groups also, with such versions as Twentieth Century Ultrabold Extended, Tempo Black Extended, and Airport Broad. However, these latter types cannot be distorted as readily as the gothics, with their slight contrast of stroke.

It is scarcely necessary, then, to make any attempt to memorize the bewildering number of gothic types in constant use. There's a gothic for just about every kind of job, and the selection will in most instances depend on the resources of the printer and on the size range available.

Differing degrees of weight will be selected, depending upon use, printing process, and all of the other variables in planning for print.



Mr. Brewington will answer readers' questions. Send a stamped, self-addressed envelope for a reply

Holding Proper Knife Trim

Q.—I have been having a good deal of trouble holding a proper trim on one of our Linotype machines. I reset the knives, but after casting three or four slugs the measure always goes off two- or three-thousandths on one end. What causes this condition?

A.—From your brief explanation I would say that your trouble is caused by badly worn locking studs and blocks, or shake in the right-hand knife slide in the knife block.

Check the machine to make sure that the right-hand slide gib screws—the screws that project through the top of the knife block and carry lock nuts on them—are as tight as possible but still permit free movement of the right-hand slide.

Examine the left-hand knife to see that it is set as close as possible; slight overhang off the slug's constant side will cause trouble.

When applying the new blocks and studs, make sure that the mold is parallel with the ejector blade opening in the slide before tightening the new blocks. It

will also be necessary to check the mold slide adjustment so that there will be no more than .002-inch side shake between the mold slide and the column. Do this by adjusting the mold disk guide support screw.

After the new blocks and studs have been applied, it might be necessary to swing the first elevator slide in order to square the type face with the body of the slug.

This is done simply by moving the gibs on the vise frame which guide the elevator slide.

Frozen Distributor Screws

Q.—The distributor screws on my machine have become frozen. What should I do?

A.—When distributor screws on your machine freeze, clean out the oil holes of each screw bearing and place a few drops of kerosene in each hole. Turn the screws forward and back until they begin to loosen. Then trip the clutch and let the machine carry them. They should work fine after this treatment.

SALESMEN'S CLINIC

By Irving Sherman*

Firing Is Not The Solution

"What is happening to me? I don't seem to be able to sell anymore. I'm through."

If you are a salesman, surely you have had these thoughts occasionally or even voiced them aloud not once but several times. If you are an employer or sales executive, you probably thought like this about many of your men in a way that suggested drastic action to you.

The point I want to make is that frequently a man does give up; he is either fired or quits under a cloud of defeat or incompetence, when it should never have happened. The man could have gone on to considerable achievement as a printing salesman—if, and here is that big if—if he had had the guidance, the counsel, the leadership to have led him out of the slough of despond.

This is something that really bothers me in my dealing with salesmen and sales managers. I am appalled by the turnover, not only among printing salesmen (mostly among the young people) but in sales generally. I believe that in most cases the turnover is entirely unnecessary, that it represents a terrible waste and that it necessitates charges that prevent economic competition in the printing trade, especially among the smaller organizations.

I have found in my own experience as a salesman and also as a sales consultant that many good men are lost to the printing trade and their energies dissipated because it is easier (although not cheaper) for management to hire and fire than it is for a manager or employer to nurse, train, and guide people toward successful sales.

A few years ago I was retained by a client who had been having considerable turnover among the salesmen. The company finally concluded that something

might be wrong with the management of the men rather than the men themselves. They asked me if I could help.

Several men on the sales force were slated for termination, but what really disturbed the company were the men who always started off well, then for some unaccountable reason petered out.

My first impression on this assignment was that there was no real sales leadership. The man who actually was in control of the salesmen was an executive who, at any moment, had about a dozen problems on his hands. He frequently had neither the time, the patience, or the knowledge on how definitely to guide the salesmen; nor had this executive a proper understanding of how specific sales personnel might react in varying circumstances. Basically, he was a plant man who knew printing, but not how it should be sold at the complex levels of accounts.

Point number two: Of a force of about 25 men half were mediocre; yet the rest of them were quite good. Even among the mediocre my examination showed that nearly half of this element was no worse or better than many other salesmen in the printing trade who had their ups and downs but who, on the whole, managed to earn their keep. Why couldn't these men also be built up to reach satisfactory volume levels?

I made calls with the men, observed them closely, and I studied their work habits. Subsequently, I talked to some of their accounts and I also had long talks with the men. I paid particular attention to those salesmen who had started strong but had slumped.

When I had ended my study, I recommended to my client that no one be discharged, but that a sales manager be hired who knew how to handle people and who knew printing. I pointed out to the client that there always is a premium on specific salesmen in the open market; therefore, the solution, especially for a small organization, couldn't be to keep turning over the sales force in the hope of panning out gold. Such a practice inevitably ran the risk of a diminishing return.

"The answer is," I stressed, "training and leadership. This is not easy, but it is

the only way. We must cultivate the salesmen. We must learn their problems, personal, as well as business. We must try to sympathize with the men. If we show an interest in the salesmen as people, in the long run it may pay off."

The client was skeptical. There was the matter of hiring a sales manager. Could they afford it? Some of the client's executives were convinced that several of the salesmen were dead wood so why go into a song and dance about it? The best way was the old way—fire!

I reminded the die-hards that my services represented an investment that should pay off. Finally, it was agreed to try what I had recommended—a trial period of from six months to a year.

A sales manager was employed, all hands were retained, and the order was given for full steam ahead.

Six months later I had the pleasure of shaking hands not only with the original sales force of 25 men, but two new men put on by the sales manager. He complained to me that actually he was understaffed but could not find the salesmen he wanted.

What had happened? I quote from a letter sent to me by the president of the company:

"We realize now that underlying the premise of business success is knowing that (and unalterably so) that everything depends on how people are handled. I believe we did not grasp this originally because we were absorbed by the mechanics of our business, certainly by the exclusive concentration on profit.

"We do still have our lulls and bad moments, believe me, and some of the salesmen still can exasperate us; but on the whole we find them improved and more responsive, which I believe is in proportion to our own efforts in this direction."

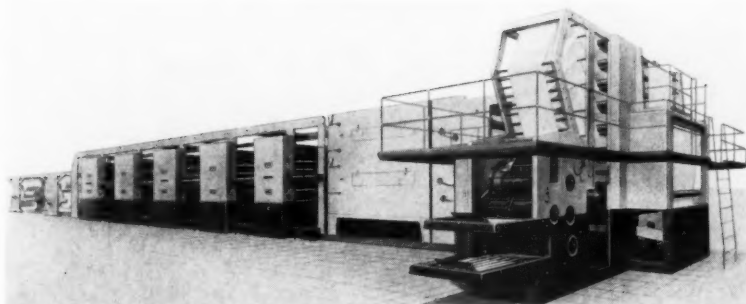
Santa Claus arrived at the Embrey Press in West Los Angeles during September and has been waving in customers ever since. St. Nick has been effective in boosting early Christmas card sales



*Mr. Sherman has had much experience as editor of several trade publications. He has also had experience selling printing. His articles are based on problems he has actually handled. At present, he is a management and sales consultant with offices in New York City. He is available for a fee and may be contacted c/o The Inland and American Printer and Lithographer.

WHAT'S NEW?

IN EQUIPMENT AND SUPPLIES



Cottrell Co.'s 35x50-inch five-unit, two-web, blanket-to-blanket web offset press with a jaw folder

Cottrell 35x50-Inch Web Offset Press

The Cottrell Co., a subsidiary of the Harris-Intertype Corp., has developed a 35x50-inch web offset press. The new press is a standard unit-construction perfecter. The press is based on an 8½x11-inch imposition around the cylinder and is designed for medium to long runs.

According to the producer, the press is offered with a choice of two types of fold-

ers. Cottrell claims the press is suitable for quality publications, catalogs, and general commercial work. The press speed is up to 1,200 feet per minute or 24,720 impressions per hour on former folding and single-jaw folding.

The 35x50 is of blanket-to-blanket design; the blanket cylinders act as impression cylinders for each other. Each unit will print simultaneously one color on both sides of the web. The cylinder arrangement allows the web to touch on only one full-size idler unit between the printings.

The manufacturer claims that the infinitely variable speeds of the infeed rolls, located between the paper roll and the first printing unit, and of the chill rolls permit coordination and balance of web tension between the feeder and the folder.

For information: Cottrell Co., Westerly, R.I.

Resisto Rapid Pan Paper

A photographic paper designed for production of color separation prints from color negatives has been developed by the Eastman Kodak Co. Called Kodak Resisto Rapid Pan Paper, it is a panchromatic paper used with filters to provide black-and-white prints from Kodacolor and Ektacolor negatives. Each separation print translates the values of one color in the original scene. From these prints engravings are made and printed with the appropriate color inks. The combination produces a color illustration. The emulsion is coated on a water-resistant stock and is suitable for retouching and other art work. The paper is available in packages of 100 in 8x10-inch sheets.

For information: Eastman Kodak Co., Rochester, N.Y.

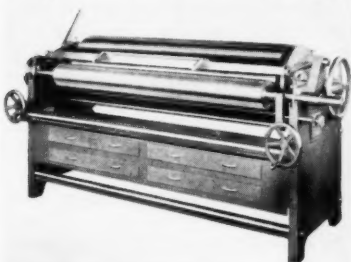
Mosstype Mounter-Proofers

A mounter-proofer machine, called the Series M-5, for setting up and proofing rubber plate jobs on extra large diameter plate cylinders, has been developed by the Mosstype Corp. The machine can be made in various widths for plate cylinders up to 110 inches wide on journals.

The built-in proofing cylinder of the machine has a diameter of 21 inches, enabling the user to obtain proofing repeats up to 63 inches long. The unit can be used with conventional shafted plate cylinders, D-mount cylinders and demountable cores, as well as draw sheets or carriers used on presses having fixed plate cylinders.

For information: The Mosstype Corp., Waldwick, N.J.

Mosstype mounter-proofer for rubber plate jobs



File Card Composing Unit Developed By Vari-Typer

File cards that replace metal type are the outstanding feature of a photocomposing system developed by the Vari-Typer Corp. According to the manufacturer, a wide variety of publications may be produced from the same set of cards. The system combines the Foto-List camera with the line composing Vari-Type machine.

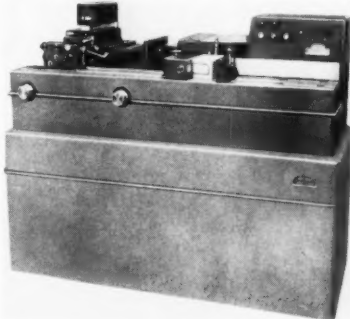
Each line of copy is Vari-Typed on a sortable card such as is used in electric accounting machines. The cards are stored in conventional card files and kept up to date with corrections, additions, and deletions. Before publication the cards may be run through tabulating or sorting machines and then positioned as required for publication.

An automatic counting machine and the addition of color-coded cards comprise page makeup with space allowed for illustrations, captions, etc. The cards are then placed in the Foto-List camera which automatically photographs each line and produces negatives in galley form, ready for platemaking for any printing process. No opaquing of the negative is required, according to the producer.

All of the cards necessary for the publication of a 100-page directory, which would normally be more than a ton of conventional type metal, are contained in four card file drawers. The speed of the camera permits the production of an average single-column page negative in approximately half a minute.

For information: Vari-Typer Corp., subsidiary of Addressograph-Multigraph Corp., 720 Frelinghuysen Ave., Newark 12, N.J.

Vari-Typer photocomposer uses sortable cards



High-Speed Proof Press Developed By Vandercook

A high-speed proof press has been developed by Vandercook & Sons, Inc. It is said to be capable of handling proofs and reprints of forms as large as full newspaper pages at speeds up to 1,500 per hour.

The machine, designated the Vandercook 425 Page Safe Electric Proof Press, has 25 inches between bed bearers and will handle sheets up to 24 $\frac{3}{4}$ x27 inches.

For newspaper use the Vandercook 425 is equipped to print full-size newspaper pages locked in stereotype chases without printing the chase. It has steel raising blocks to bring the bed of the machine close to the height of makeup trucks and has a lever-controlled floor plate for adjusting the height of the makeup truck to permit sliding pages from the truck to the press bed and back again.

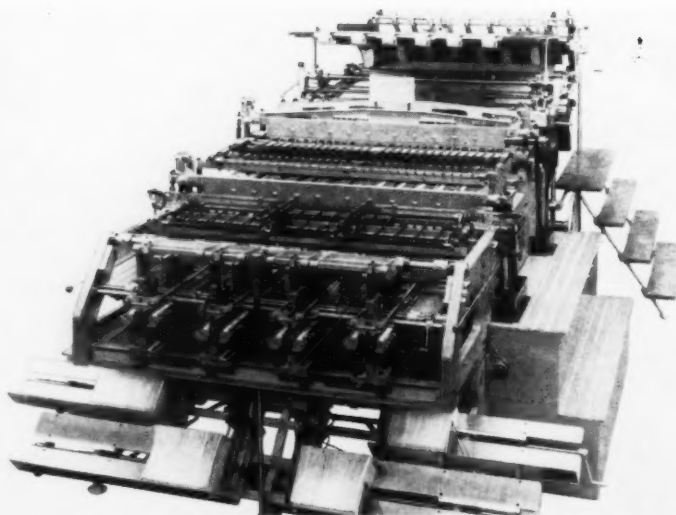
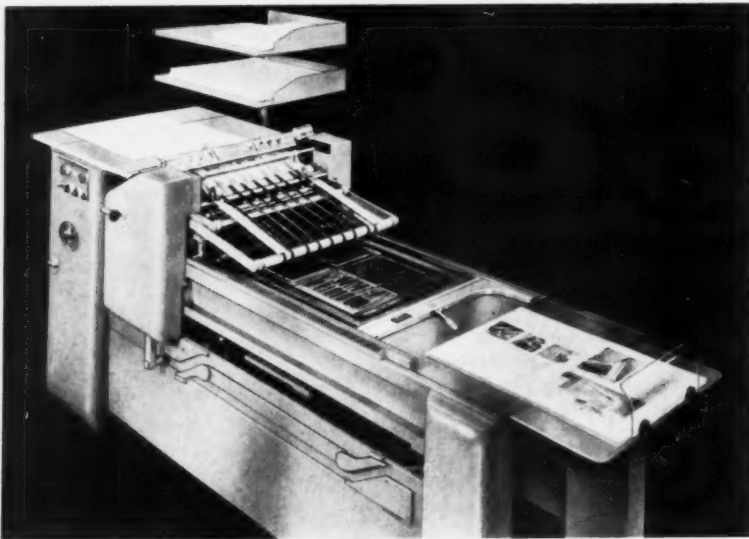
The machine has an inking system of four synthetic rollers, two vibrators, one rider, and a 16-inch ink plate. In addition, standard equipment for the press includes the automatic ink feed which eliminates an ink fountain by feeding ink directly and automatically in any desired amount from a standard one-pound ink can.

To make the press safe, engineers designed a rubber-covered safety bar for the front end of the cylinder carriage; the bar will stop the press instantly upon contact with anything on the bed which is over type high.

Other features of the Vandercook 425 include the elimination of foot pedals, electrical controls for the cylinder trip, speed change and automatic single-cycle operation, and a built-in static eliminator and electric counter.

For information: Vandercook & Sons, Inc., 3601 W. Touhy Ave., Chicago 45.

Vandercook electric proof press produces 1,500 impressions an hour, takes sheets up to 24 $\frac{3}{4}$ x27 inches



Camco Quad book folders distributed by American Type Founders deliver signatures with closed heads

Two Camco Quad Book Folders

Two quad book folders in sizes not previously available are currently being distributed by American Type Founders Co., Inc. The machines are manufactured by Camco Machinery Ltd. The Camco Quad 52x76-inch will, according to the distributor, handle the largest sheet printed and will produce four 16-page signatures, all with closed heads, measuring 9 $\frac{1}{2}$ x13 inches.

The 48x62-inch Camco Quad will produce four 16-page signatures with closed heads measuring 7 $\frac{3}{4}$ x12 inches. Both machines will also produce two 32-page signatures made of inserted 16-page signatures. Smaller sheet sizes down to 25x38 inches can also be handled.

The signature slitting knives on both machines may be adjusted outside the ma-

chine. Two stop gauges are used, one for the perforation and another for the knife fold. Cross feeders are used on all models and the sheets are delivered in stacker troughs.

For information: American Type Founders Co., Inc., 200 Elmora Ave., Elizabeth, N.J.

Four Ozalith Products

Four products—three lithographic films and a grained aluminum positive working plate, have been developed by the Ozalid Division of the General Aniline and Film Corp. The products will be distributed by the Printing Ink Division of the Interchemical Corp.

The film products and the plate all carry the trade name Ozalith. Two of the films are diazo sensitized and are designed to furnish duplicate film negatives or positives with ordinary vacuum frame arc lamp combinations under normal room light conditions.

One film reproduces a direct positive from a positive, or a duplicate negative from a negative, while the other film is a reversal, producing a positive from a negative or a negative from a positive. According to the manufacturer, both films are simple to process and retain high resolution and opacity.

The third film is Ozalith Trubase proofing film. It is a translucent film for reproduction proofs. The base of the film is Du Pont's .002-inch Mylar polyester film with a special matte coating. The proofs produced, the manufacturer claims, can be utilized to convert type or letterpress plates and halftones direct to positive lithographic plates without intermediate steps.

The Ozalith positive working plate has a smooth surface that reproduces fine line

and halftone positives. The producer claims that it is easy to develop and clean. A nonoxidizing treatment gives it long life.

For information: General Aniline & Film Corp., Ozalid Division, 23 Corliss Lane, Johnson City, N.Y.

Du Pont Polyester Film

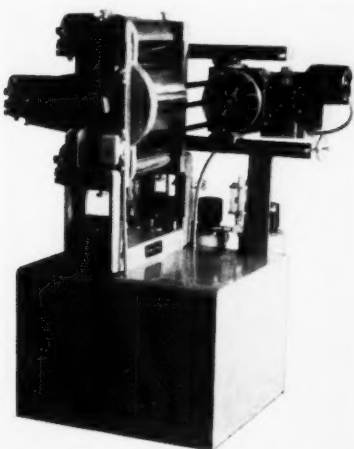
Cronar Commercial is a polyester, photographic film base (.007 inch) and continuous-tone, blue-sensitive emulsion recently developed by the Photo Products Department of E. I. du Pont de Nemours & Co., Inc.

According to the producer, the film may be used for continuous-tone negatives and positives; positives and cancelling masks for color separation; black-and-white copy work where red and green sensitivity is not needed, and for the reproduction of art work which combines line matter and continuous-tone.

For information: E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.

Flexographic Printer

A machine for printing side walls of containers, tumblers, or drums has been developed by the Cosom Engineering



Rotary loading turret on Cosomatic flexo printer

Corp. Called the Cosomatic Rotary Flexographic Printer, the machine will handle open end containers with tapered and straight walls. It will also print flanged or flared openings. The unit is designed to use flexographic inks.

The printer is equipped with special fountains and an ink pumping system which continually circulates the ink from the reservoir to the fountain. When the printing operation is interrupted for adjustments, inking and transfer rolls continue to rotate.

The design of the printer permits, according to the manufacturer, multicolor work.

One, two, or three colors can be printed simultaneously with the machine.

The producer claims that 4,000 pieces per hour can be printed on the unit. The machine also features gear-driven printing towers.

The rotary loading turret has multiple spindles which can be loaded and unloaded at the same time it is printing. The machine may also be adapted to automatic feeders or take-off attachments.

For information: Cosom Engineering Corp., 6028 Wayzata Blvd., Minneapolis 16.

Innovation Index Papers

Mead Papers, Inc. has announced the addition of Innovation Index to its

Wheelwright line of papers. According to the producer, the paper is suitable for printing by offset, letterpress, and gravure. It is available in six pastel colors and white. Innovation Index may also be obtained in a vellum finish in white only.

For information: Mead Papers, Inc., 118 W. First St., Dayton 2, Ohio.

Kerodex Skin Cream

Ayerst Laboratories has developed a greaseless, stainless hand cream for the removal of printing inks and dyes which irritate and discolor the skin.

For information: Ayerst Laboratories, 22 E. 40th St., New York 16.

DREISSIG

BRONZING MACHINE

KOMBI 10 V

Heavy Duty Flat
Bronzing and
Dusting
Machine

- Will take up to maximum sheet size of 52" x 78"
- The DREISSIG KOMBI 10 V is a high-speed machine intended for use in tandem with a printing press. To obtain bronzing speed as well as clean and well-burnished sheet, the number of burnishers and dusting bands have been increased to a total of ten dusting bands, 10 burnishers and 4 dusting-off rollers. This has been achieved by incorporating an additional unit free from suspended bronze.

- No dust in suspension to dirty the sheet. The dusting unit is separate from the Bronzer.
- Because pressure of the burnishers can be varied as a unit, fine adjustments can be made on the run. This makes it unnecessary to stop the machine to adjust each burnisher individually.

HENRY P. KORN

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Vacuum Printing Frame

A floor-type vacuum printing frame has been added to the Plate-Mate line of Robertson Photo-Mechanix, Inc. The new frame features a floating type hinge which permits the top of the frame to be closed over the work without squeezing the plate and the negative and without placing undue pressure on the rear beading of the blanket.

A one-hand operation locks the frame mechanically, actuates the vacuum pump and motor unit, and unlocks the anti-tilt safety device. The same single lever, when moved to the "off" position, engages the anti-tilt safety lock, releases the glass lid

lock, and bleeds the vacuum from the frame.

A vacuum-actuated plunger will not permit the frame to be tilted to the exposure position until sufficient vacuum pressure has been achieved. Thus, according to the manufacturer, the plate and the negative cannot slip out of contact, nor can the frame be dumped causing the glass lid to open and possibly break. Once the frame is in a vertical exposure position, the lid cannot open.

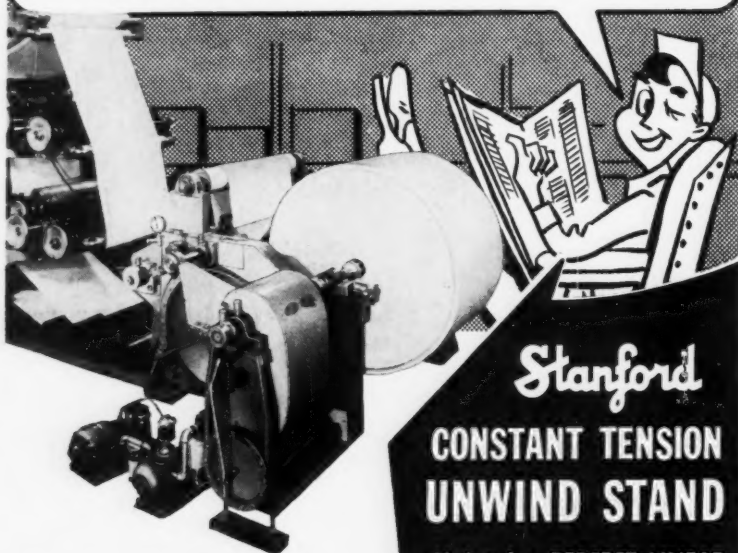
The vacuum frame can be used either as an offset exposure unit or for photoengraving operations in which plate thicknesses run as high as one-half inch.

For information: Robertson Photo-Mechanix, Inc., 7440 W. Lawrence Ave., Chicago 31.



Robertson vacuum frame has one-lever operation

Say Goodbye to "In-Feed" Troubles IN ROTARY FORMS PRINTING!

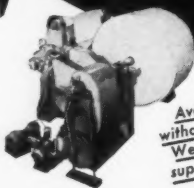


Stanford CONSTANT TENSION UNWIND STAND

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... Punching ... Printing
... Cut-Off

here's the difference between profit and maximum profit in rotary forms printing! Stanford "CON-TEN" Unwind Stand eliminates long or short punches, premature cut-offs, out-of-register, and other costly rejects. Guarantees constant tension through complete web roll of any size, on any rotary forms press.

WRITE, WIRE, OR PHONE TODAY! for complete details on the Stanford Story to save time, material, and labor costs in your plant!



Available with or
without Automatic
Web Guide - for
super-accurate side
register

Stanford ENGINEERING COMPANY SALEM, ILLINOIS
PHONE SALEM 553

Canadian Reps: Manton Brothers, Ltd., Toronto
Manufacturers of Slitters, Web Guides, Rewinding and Constant Tension Equipment

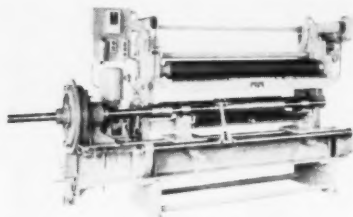
Gravure Proof Press Is Semi-Automatic Unit

A semi-automatic proof press has been developed by Standard Process Corp. for pulling progressive gravure proofs. The press operates automatically in step-after-step progression after being initially actuated by the operator.

After registering the cylinder and placing the sheet against the guides, the operator pushes the "down" button on the control panel and the press automatically goes through all the stages of producing the proof, after which the impression roller elevates itself to the starting position. The proofed sheet is then removed manually.

When continuous printing is desired, a toggle switch can be used to disconnect the timer so the impression roller will remain down until a raising button is pushed.

For information: The Standard Process Corp., 2704 W. Roscoe St., Chicago 18.



Gravure proof press made by Standard Process

Easy Open End Labels

Nashua Corp. has developed a line of tear-tape labels called Easy Open. The labels have a perforated center which can be removed by a flick of the finger. When the center tear strip is removed, the sealed ends of the wrapper are exposed and may be unfolded. According to the producer, the labels may be used on present standard labeling equipment.

For information: The Nashua Corp., Nashua, N.H.



THIS IS PRINTED ON Trojan #413 Super SC by letterpress

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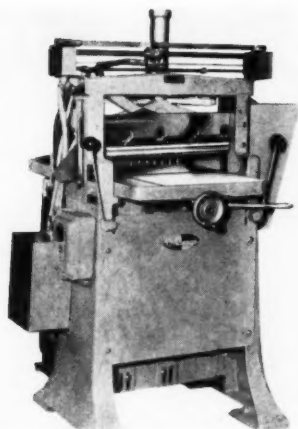
One trial run will convince you of the superior printing qualities and significant savings that can be yours when you use Trojan 3D Gummed Papers. Write today for free sample sheets to Dept. FI-58, The Gummed Products Company, Troy, Ohio.

*Patent applied for

The Gummed Products Company
Troy, Ohio • Subsidiary of St. Regis Paper Company







Challenge 19-inch cutter has power back gauge

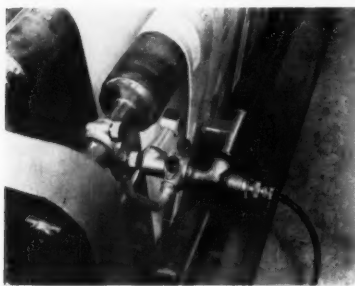
Challenge 19-Inch Power Paper Cutter Has Spacer

A 19-inch power paper cutter with a power back gauge and an automatic spacing device has been developed by the Challenge Machinery Co. The unit, according to the producer, was designed for cutting in connection with check personalizing and imprinting. It may also be used for general label work or other uses where repetitive cuts are required.

The power back gauge operates from a prepunched tape. When each cut is completed, the gauge automatically moves to the next cutting position. When the series of cuts is completed, the gauge automatically returns to the original starting position ready to receive another lift of stock. No manual repositioning of the gauge is required.

The paper cutter can also be operated in the usual manner with manual control of the back gauge for use on various other cutting jobs.

For information: Challenge Machinery Co., Grand Haven, Mich.



Lamp, photocell of detector spots web breaks

Web Break Detector

A photoelectric web break detector is currently being marketed by Crosfield Electronics, Inc. This unit detects breaks in a web and stops the press, thus eliminating wrap-arounds. When used on gravure rotary presses, the detector can be

placed to raise the impression cylinder to prevent damage.

According to the manufacturer, the unit is fully explosion proof. It has been designed to meet Underwriters specifications for Class I, Group D, hazardous locations. Special circuitry ignores small holes in the web and changes in the thickness of the paper.

The scanning head contains a lamp and a photocell. Lights at each unit show the pressman when the heads are set. When a break occurs, the location of the break is seen from the warning light.

Detector units may be mounted at the reelstand, folder, or close to each cylinder.

The detector does not make physical contact with the web.

For information: Crosfield Electronics, Inc., 245 W. 27th St., New York 1.

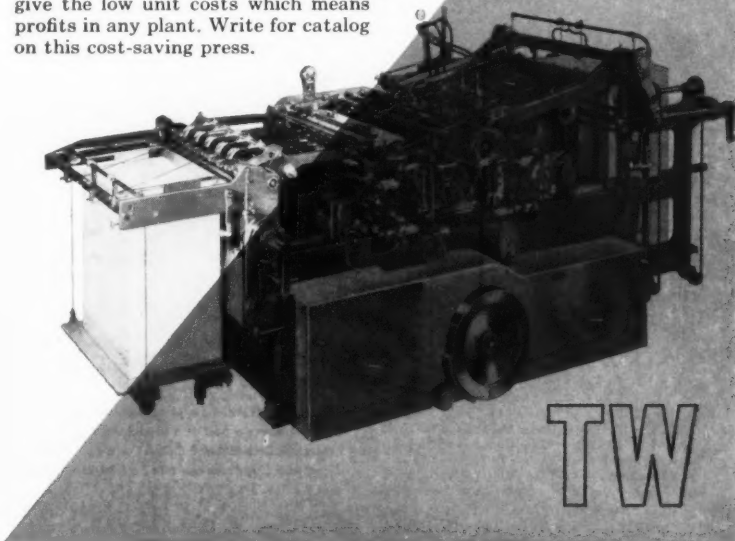
Kraft Giant Envelopes

White kraft giant envelopes in nine sizes up to 15x22 inches are currently marketed by Huxley Envelope & Paper Corp. Brown and gray envelopes are also available. The line includes 58 stock sizes from 9x16 inches up to 22x27 inches in plain, gummed, clasp, and string types of envelopes.

For information: Huxley Envelope & Paper Corp., 137 Varick St., New York.

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Let us show you how economical two-color printing really is . . . how you can increase your color volume profitably with the Miller 21 x 28 TW Two-Color Letterpress. Its compact size (only 67 sq. ft. of floor space), effortless high speed, and quick getaway give the low unit costs which means profits in any plant. Write for catalog on this cost-saving press.



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Silk Screen Process Inks

Three types of silk screen process inks are currently being marketed by Van Son Holland Ink Corp. of America. Fifteen colors are available in either Matt, Fast Dry Gloss, or in Synthetic High Gloss Enamel. According to the producer, the Matt finish and the Fast Dry Gloss are suitable for paper and cardboard. The Synthetic High Gloss Enamel is designed for printing on metal, wood, glass, masonite, aluminum, paper, and cardboard.

For information: Van Son Holland Ink Corp. of America, 92 Union St., Mineola, N.Y.

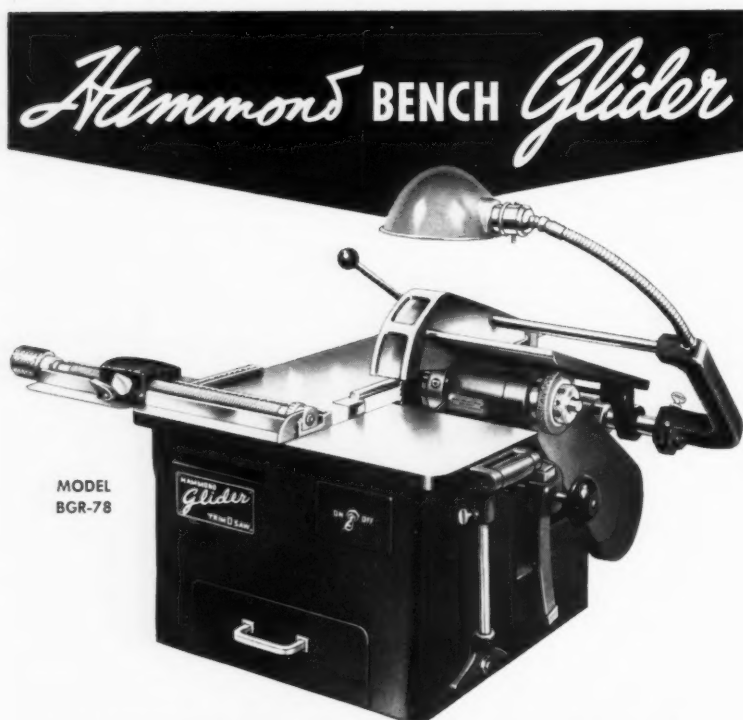
Mercury Kleen-Up Roller

A clean-up roller that is claimed to replace leather rollers has been developed by the Rapid Roller Co. Called the Mercury Kleen-Up, the roller can be used on all offset inks, all types of stock, and on sheet- or web-fed presses, according to the producer. The Kleen-Up rollers are cleaned like ordinary form rollers without removal from the press. No hand-scrubbing is required and the producer claims that to renew the surface the roller can be reground.

For information: Rapid Roller Co., Federal & 26th St., Chicago 16.



Monoruler table has built-in registration system



Our NEW BENCH GLIDER with a raising and lowering saw spindle handles all slug and plate sawing operations.

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Gelb Monoruler Lineup And Register Table

The Jos. Gelb Co. has developed a line-up and register table called the Monoruler. The table uses a single horizontal straight edge for both horizontal and vertical markings in conjunction with the built-in Square-A-Matic register system.

The Square-A-Matic system consists of two sets of mating pins mounted at right angles on the horizontal and vertical pin bars and a two-hole register punch, also mounted on the table, with a work center positioning scale. The table also has a single gear-driven horizontal straight-edge which the producer claims will eliminate T-squares, triangles, straight edges, etc.

The vernier dial, calibrated in 1/64 inch, incorporates anti-backlash, direct-coupled gear construction, with straight-edge positioning to a claimed accuracy tolerance of $\pm .001$ inch. Other optional verniers are also available.

The gear and gear racks are steel fabricated to an accuracy tolerance of $\pm .001$ inch.

Two sets of paper clamps, individual floor leveling adjustments, and fluorescent illumination with a diffused satin ground glass are some of the other features of the Monoruler table.

For information: Jos. Gelb Co., 52 Arlington St., Newark 2, N.J.

Rogersol Developing Lacquer

A developing lacquer designed for use on ungrained and brush-grained aluminum presensitized and wipe-on lithographic plates has been developed by the Harry H. Rogers Co. Called Rogersol Developing Lacquer, the product, according to the manufacturer, applies a protective coating of lacquer over the image and prevents the nonprinting area from taking ink.

For information: Harry H. Rogers Co., 5331 S. Cicero Ave., Chicago 32.

MONTH'S NEWS

Devoted to timely items concerning men and events associated with printing. Copy must reach editor by 15th of month preceding issue date

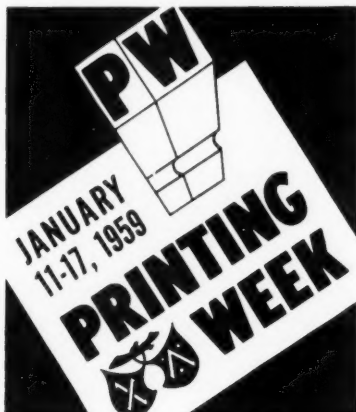
IAPHC Extends Deadline On 50th Anniversary Book

Howard N. King, general chairman of the anniversary book committee of the International Association of Printing House Craftsmen, Inc., has announced that advance orders for the book entitled *Printing Progress—A Mid-Century Report*, have reached the 7,000 mark and that the earlier November ordering deadline has been extended to Dec. 31 at the request of many Craftsmen's clubs still involved in local sales promotion of the souvenir book.

Much of the work of the editors, technical writers, and designers has already been completed with some of the chapters already in type and plates. Produced in an 8½x11-inch size, the book will be hard bound and supplied with a slipcase. It is designed to be a limited edition keepsake as well as a technical review of 50 years of graphic arts development.

The price of the book will remain at \$3.75 for advance orders received before Dec. 31. Orders received after Dec. 31 should be accompanied by a remittance of \$5 per copy ordered; only a limited number will be available after that date since the quantity to be printed will be based on the Dec. 31 advance order figure with small overrun.

Orders for the book should be accompanied by check and should be addressed to A. E. Giegengack, chairman, Finance Committee, 5728 Connecticut Ave., N. W., Washington 15, D.C. Receipt of all



orders will be acknowledged but it is emphasized that the book's publication and distribution date is Sept. 15, 1959.

Paper Seminar Scheduled

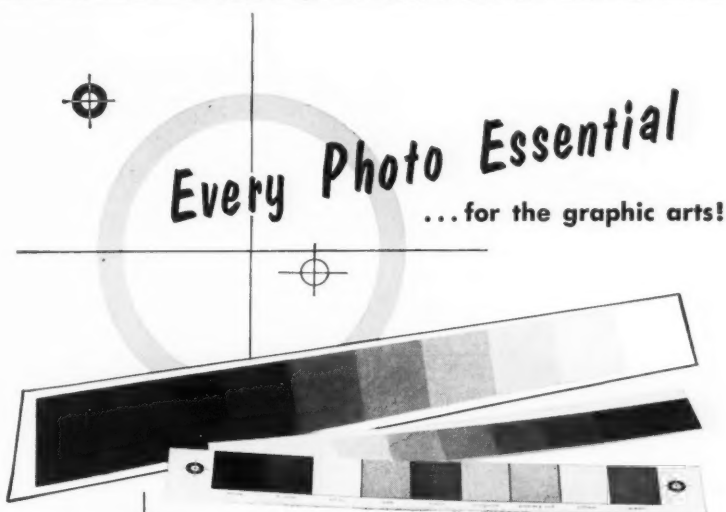
Central Paper Co. of Newark and Trenton, N.J., is launching on Jan. 20 what is said to be the first midwinter paper seminar to be staged in that state. Four weekly evening sessions in workshop style at the Hotel Douglas in Newark will feature authoritative talks on the selection and use of printing papers. Speakers will describe new techniques and stimulating ideas for printers, publishers, engravers, artists, advertisers, and ad agency executives.

ALA And ITU Officers Hold Joint Meeting

Joint meetings between top officers of the Amalgamated Lithographers of America and the International Typographical Union were held in French Lick, Ind., Nov. 11-13 for the purpose of exploring the possibilities of closer cooperation between the two unions.

The discussions included mutual problems with which the unions are confronted, particularly in the area of new processes in the graphic arts industry.

Arrangements were made to hold further meetings in New York City some time this month.



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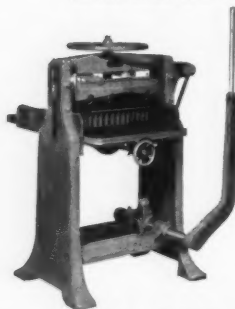
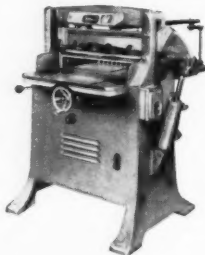


There's a C&P "Value-Packed" Paper Cutter to fit your needs

Every Chandler & Price paper cutter no matter what the size, is built to the same precision standards for accuracy in cutting, ease of operation and a lifetime of service. The C & P line includes the most complete selection of smaller cutters—automatic or hand-operated—to meet the needs of any medium or small shop. You can choose a C & P cutter which will fit your particular requirements. Compare C & P before you buy any cutter.

HYDRAULIC CUTTERS 23", 26½", 30½" Full Hydraulic or Hand Clamp Models

C & P hydraulically operated cutters provide the advantages of hydraulic cutter operation at minimum investment. Bigger production with less effort for the operator is the keynote. Two operating controls require the use of both hands when making cut—safe, efficient. Features include illuminated tape magnifier and scales inserted in table. Except for operation of clamp, both hand clamp and full hydraulic models are identical in construction.



C&P BENCH CUTTER

This cutter is designed for installation on bench or cabinet. The knife cannot fall accidentally nor cutting handle be pulled down until safety lock is held open by operator's left hand at start of each cut. The cabinet is optional equipment. Two sizes: 19½" and 23". Cuts and trims sheets up to 19" x 24" or 23" x 24".

CRAFTSMAN 26½" LEVER CUTTER

Where power cutting is not required the C & P 26½" lever cutter handles an astonishing amount of cutting. Every feature of construction aids the operator. The knife bar linkage provides greatest possible cutting leverage. A counter weight balances the knife bar and keeps the knife from falling. Cut can be accomplished without undue reaching or stooping.



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Elected to the Graphic Arts Industries Association, national board of directors, Montreal, were (from l., front) vice-presidents, W. D. Hurley and M. Gillet; directors, D. Churchill and Gage Love; president, G. Dingman; past president, Ed Roberts; general manager, M. Chevalier; directors, T. A. Comfort and A. Dery; (back) Master Printers Section chairman, W. Doogan; directors, G. Laverdure, M. Alloway, P. J. Labranche, J. T. McLellan, B. B. Burnand, W. Adamson, and R. Stanbrook. The election was held on Nov. 11

Canadian Printers Adopt New Association Name

Graphic Arts Industries Association is the new name of the national trade association of printers and lithographers of Canada. For 20 years previously it had been known as the Canadian Graphic Arts Association. Born of the recent national convention, held Nov. 9-12 in Montreal, the new name expresses more fully the functions of the group, officers said.

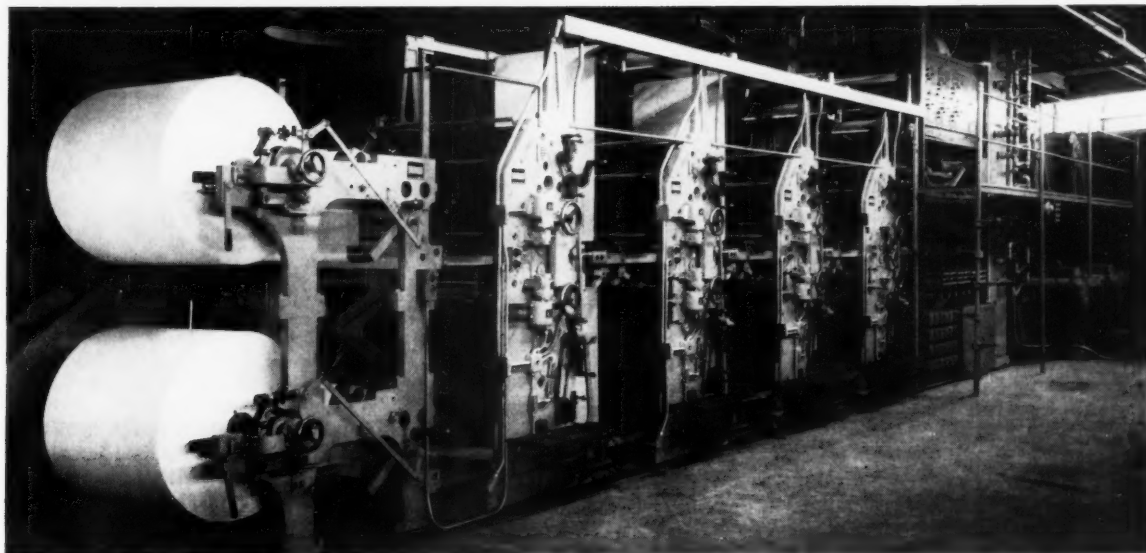
Nearly 200 printers, lithographers, and their wives attended three days of business sessions and social events.

Gordon Dingman, 46-year-old manager of printing operations for F. H. Leslie Ltd., Niagara Falls, Ontario, was elected national president.

Other officers elected were as follows: vice-presidents, T. A. Comfort, Edmonton; Aimé Dery, Quebec City; Maurice Gillet, Montreal; W. D. Hurley, Brantford; G. C. Hyatt, Vancouver; G. H. Love, Scarborough; J. T. McLellan, Winnipeg; honorary secretary, Earle Pollard, Winnipeg; treasurer, N. A. MacEachern, Toronto; chairman of the Union Employers' Section, W. E. Trevett, Toronto; chairman of the Master Printers' Section, W. A. Doogan, Toronto.

Business sessions included a presentation by Charles W. LaBlanc, Research Institute of America Inc., New York, on "Executive Leadership and Delegation of Authority"; an explanation by Arthur Johnson, Printing Industry of America, Washington, of technical and management services to printers; a description of photocomposition techniques by W. E. Trevett, Toronto, and two clinics on labor relations and costing.

PIONEER WEB OFFSET PRINTER CHOOSSES HANTSCHO...



Why did Mercury Lithograph Corp., who started printing by web offset in 1936, install this 4-unit Hantscho perfecting web offset press?

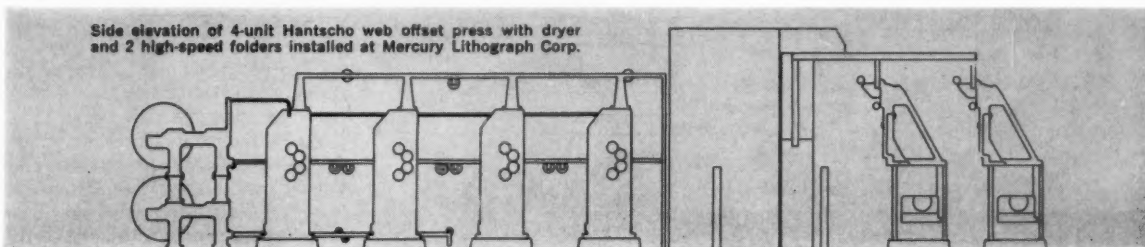
FOR IMPROVED PRODUCTION OF BOOK AND PUBLICATION WORK!



Mr. Henry N. Levine, President of Mercury, says "We have purchased our new Hantscho with full confidence in its demonstrated ability to improve both production and quality in the printing of book, encyclopedia and magazine signatures. The reputation of its designer and builder, George Hantscho, and the attractively low capital investment, were important factors in our decision."

Mercury Lithograph Corp. of Brooklyn, N. Y. has a web offset capacity of a million 32-page signatures per three shift day. It serves publishers of magazines, advertising materials and case-bound books in the New York Metropolitan area.

Side elevation of 4-unit Hantscho web offset press with dryer and 2 high-speed folders installed at Mercury Lithograph Corp.



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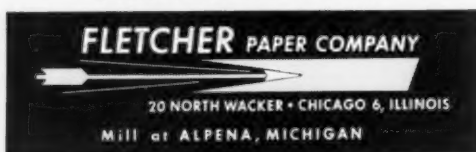
There is no end to the variety of uses for which ALPENOPAKE is just right. Titanium treated for maximum opacity . . . and tub sized to insure smooth, uniform offset or letterpress printing . . . ALPENOPAKE meets every requirement where an opaque lightweight paper is intended to be used. It is recommended for direct mail, catalogs, price books, broadsides, office and factory forms, air mail correspondence and many advertising uses.

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Other FLETCHER PAPERS: Alpena Manifold, Fletcher Manifold, Flecopake, Alpena Mimeo, Alpena Duplicator, Alpena Bond, Alpena Register Bond, Hi-Bulk Offset.

IT PAYS TO USE FLETCHER THIN PAPERS



• Samples will be supplied upon request.

Minnesota Mining and Manufacturing Co.'s new multimillion dollar research center for the graphic arts went on review at St. Paul, Minn., Nov. 20, for printing leaders from across the United States and Canada.

The visitors spent the entire day at the research site east of St. Paul inspecting the ten laboratory areas and the two pressrooms, watching demonstrations of printing products, and listening to research scientists explain 3M's role in the printing industry.

The printers and visitors were some of the first persons aside from 3M graphic products researchers to view the library and technical collection of J. S. Mertle, photomechanical technologist, an author, and trade journal columnist in the field of photomechanics and printing, since its acquisition earlier this year.

The 6,000-volume library is used extensively by 3M's printing products researchers. The library contains hundreds of one-of-a-kind items. When it is fully cataloged, 3M intends to make the historically significant portions of this library available to graphic arts students.

The new research center houses the printing, duplicating, and reflective products divisions research facilities, but only the printing products division areas were opened for the visitors.

In the printing products area of the building are located 11 laboratory sections devoted to research, development, product quality control, and customer technical service. Included in the tour were the lithographic and letterpress pressroom.

Dr. Carl Barnes, director of 3M's Central Research Laboratory, explained to the visitors in a morning briefing preceding the tour how pure research in physics and chemistry by the Central Research scientists lead to industrial application.

The laboratory facilities in the new building include those required for basic research, applied research and development, and new product development.

New England Graphic Arts Institute Elects Officers

William J. McFarlin, Jr. of Hingham, Mass., has been reelected president of the Graphic Arts Institute of New England. He is vice-president of the Recording and Statistical Corp. Douglas F. Reilly, who heads Buck Printing Co., is vice-president, and Col. Howard S. Patterson of Milton, Mass., is secretary-manager. Donald C. Hagar, president of Rapid Service Press, Boston, was elected treasurer. Addis W. Dempsey, president of Sullivan Engraving Co., continues as assistant treasurer. Annual meeting guest speaker was Dr. Charles C. Noble, dean of Hendricks Chapel at Syracuse University. Mr. Hagar is chairman of a committee appointed by President McFarlin to build up membership during the institute's 1958-59 year.

Serving with him are Daniel D. Ewing, Jr., Miller Printing Machinery Co., Boston; William J. Leahy, Wild & Stevens, Newton Upper Falls, Mass.; Paul A. Palm, Lewis Roberts Co., Boston; Douglas F. Reilly, Buck Printing Co., Boston, and James W. Sheldon, Sheldon Press, Boston. The institute staged a two-day management seminar recently at the Boston University Faculty Club.

H. E. Sanger Named To Craftsmen Public Relations Commission

Harold E. Sanger, printing instructor at Marshall High School in Chicago, has been named as assistant chairman of the



Harold E. Sanger

Public Relations Commission of the International Association of Printing House Craftsmen by International president Albert L. Kolb. Mr. Sanger, who is a past-president of the Chicago Club and is active in several other Chicago printing trade groups, will serve as first assistant to Floyd C. Larson, commission chairman and secretary-treasurer of the International Association of Electrotypers & Stereotypers, Inc. of Cleveland. Mr. Sanger's background includes the editorship for several years of the *Chicago Craftsman* magazine and a contributor to several printing education and trade journals. He is a speaker on printing education subjects and also owns and operates his own printing plant in Maywood, Ill.



W. J. McFarlin, Jr.

Gravure Research, Inc. Holds Seminar On Color Correction

Three days of meetings and discussion at the Hotel Sherman in Chicago were concluded by Gravure Research, Inc. on Friday, Oct. 31, with a Color Correction Seminar. Some 31 gravure personnel from GRI member companies participated in the seminar which used for the first time two new sound color motion picture films produced by GRI to demonstrate recommended masking procedures for gravure.

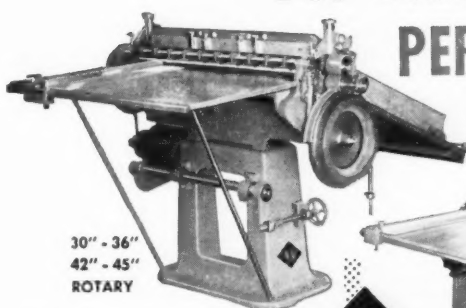
On Tuesday, Oct. 28, the technical advisory committee of GRI met to hear reports from its research director, Harvey F. George, and laboratory staff members

Ernst Greminger, John Kimball and William Welch on current and future research projects. Among the items discussed were new photographic emulsions for gravure, gravure applications for Xenon lights and results of tests of a new device for improving gravure press work.

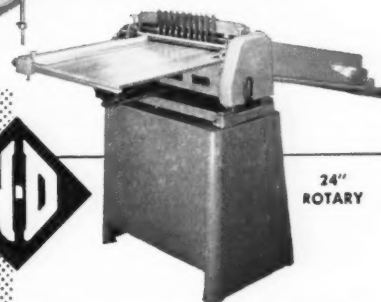
A special membership meeting was held on Wednesday, Oct. 29, with GRI President Carl M. Metash of Parade Publications, Inc. presiding. The research program and research budget appropriation for 1959 were approved. Mr. Metash announced a renewed drive for new members for this research organization of gravure printers.

For today's FINEST PERFORATING

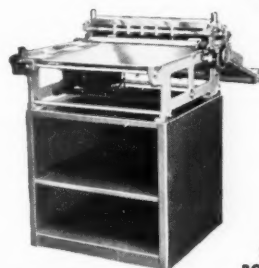
THESE MACHINES ARE UNEQUALLED



30" - 36"
42" - 45"
ROTARY



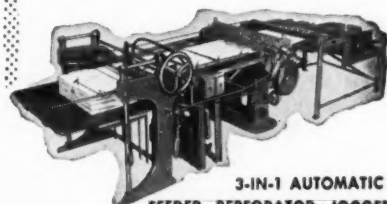
24"
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22"
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• ROUND HOLE PERFORATING



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B. E. Sooy Wins Award At RIT Graphic Arts Seminar

By Warren L. Rhodes

The presentation of the RIT-SQC award to B. E. Sooy climaxed the five-day Statistical Quality Control Seminar for the Graphic Arts Industry held Oct. 27-31 at the Rochester Institute of Technology, Rochester, N.Y. The award, an engraved hand-wrought silver bowl, was presented to Mr. Sooy by RIT for his "outstanding contribution to the advancement of statistical quality control in the graphic arts."

Mr. Sooy is best known for the quality control program which he developed at

Gardner Board and Carton Co., Middletown, Ohio. Following this work at Gardner he joined the Wolverine Carton Co., Grand Rapids, Mich., as production manager. He has been on the staff of the SQC Seminar since its beginning.

"How to Win or Lose with SQC in the Graphic Arts" was the topic of Mr. Sooy's lecture which was presented at the luncheon on the last day of the seminar.

Mr. Sooy described what he felt was necessary for an adequate administrative setup for quality control. He emphasized



B. E. Sooy



Donald Macaulay

the point that the personality of the administrative head in the quality control department will have a marked effect on the success.

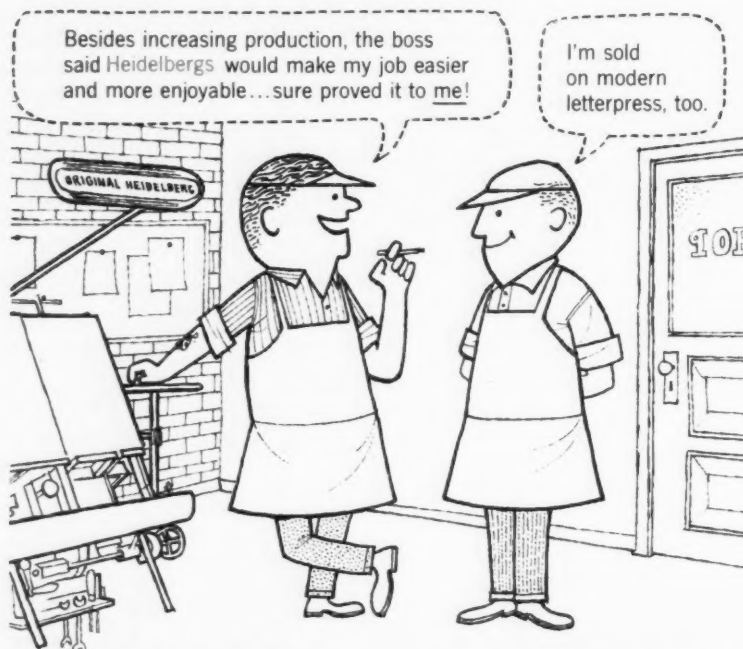
John Warren, consultant (formerly in charge of the Packaging Division, American Management Association), pointed out that color is increasingly important to manufacturers, especially those who depend on point of purchase package displays to sell their products.

F. L. Wurzburg, Jr., head of International Printing Ink's new color center, led off the technical speakers following the film, "This Is Color."

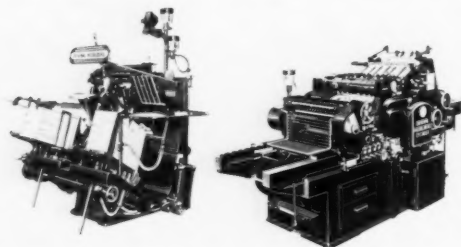
Robert Meeker, sales manager of Macbeth Corp., pointed out the importance of lighting in color control. The designer has the responsibility to consider the kinds of lighting his printed matter will be seen under. He then must assure himself that his design will have the desired effect under these conditions of illumination.

Donald Macaulay, director of Paper and Printing Quality Control, Inc., pointed out that inspectors and others responsible for color should be checked to determine if their color vision is normal. There are two distinctly different kinds of tests—color blindness and color aptitude, he said. The color blindness test should be given first to weed out those people with deficient color vision. Those who pass this examination should be given the I-SCC

James Fuller of Eastman Kodak Co. Printing Dept. and William McCoubrey, Lord Baltimore Press, Baltimore, discuss problem at RIT event



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Warren Rhodes, head of Graphic Arts Research at RIT, and Prof. Johannes Albrecht of Munich discuss nylon plate developed in latter's lab

color aptitude test which determines the ability to distinguish between nearly alike color samples.

Color control on the press was the topic discussed by Warren L. Rhodes, head of the Graphic Arts Research Department of Rochester Institute of Technology.

The basic statistical contents, fundamental to quality control programs, were presented by Dr. Mason Wescott, editor of *Industrial Quality Control*, and professor of industrial statistics at Rutgers University, and August Mundel, director of quality control for the Sonotone Corp. Building upon this foundation, the rest of the staff covered the practical side of quality control and applications to industry.

Methods of controlling defective printing were discussed by DuWayne Carlson of the Champion Paper and Fibre Co. and Ed Stevenson of the Sutherland Paper Co. A demonstration of the methods of quality control and a practical example and a small printing production setup was covered by William Daniels.

Mr. Macaulay covered the subjects of auditing the quality of printed products and setting up time and cost budgets for SQC programs.

William Cranston of the Western Printing and Lithographing Co., Poughkeepsie, N.Y., described new methods of using quality control information and techniques in improving the printing methods. Dr. Carl Noble explained the applications of quality control to paper-making and converting at the Kimberly-Clark Corp.

The seminar ended with an exhibit, which was open to the public, of quality control instruments.

This is the first year the seminar has been held at Rochester Institute of Technology. The shift was brought about by the cooperation of the Evening and Ex-

tension Division, the Graphic Arts Research Department, and the Department of Printing along with the seminar originator and director, Donald Macaulay. The seminars were previously held at New York University.

Great Lakes Newspaper Mechanical Conference Set For Jan. 18-20

The 14th annual meeting of the Great Lakes Newspaper Mechanical Conference will be held Jan. 18-20 at the Statler-Hilton Hotel in Detroit.

The conference will begin at 9 a.m. on Sunday, Jan. 18, when the composing room machinists will gather for a meet-

ing. At 1:30 p.m. the nonmetropolitan session will be held. The annual banquet will take place that evening.

Two sessions will be held on Monday, Jan. 19, a morning pressroom meeting and an afternoon stereotype meeting.

On Tuesday, Jan. 20, the closing day of the conference, three meetings are featured. A morning mailroom session and engraving meeting and an afternoon composing conference will round out the activities.

Displays of machinery and equipment will be shown during the conference by manufacturers and suppliers of graphic arts equipment.

a step ahead



Founded 1920

The Miracle Ink
SUPER Snap-Set

- ★ **DRIES INSTANTLY ON PAPER**
Delivers rush jobs on time.
Immediate work and turn.
- ★ **EXTRA-LONG PRESS LIFE**
Saves wash-ups and increases
production. Never skins in cans.
- ★ **RESISTS ROUGH HANDLING**
No scuffs or scratches in folders,
feeders or cutters.
- ★ **SHARP, STRONG AND CLEAN**
Finest screens never plug.
Extra strength gives long mileage.
- ★ **SURPRISINGLY LOW PRICES**
Costs no more than many ordinary inks.

Your Printing Deserves the Best!

Flint Ink Corporation

Gravure • Letterpress • Lithographic • Flexographic

ATLANTA • CHICAGO • CLEVELAND • DALLAS • DENVER • DETROIT • HOUSTON • INDIANAPOLIS
JACKSONVILLE • KANSAS CITY • LOS ANGELES • MINNEAPOLIS • NEW ORLEANS • NEW YORK

Joseph Reilly, Leader In Field Of Electrotyping, Dies At 88

Joseph Reilly, who died Oct. 31 in New York City, was known nationwide as an outstanding leader in the electrotyping and allied fields. His graphic arts career, spanning more than 65 of his 88 years, began when he became an electrotypist in Boston. In 1905 he bought Publishers Printing's electrotypes department in New York City and called the department Reilly Electrotypes Co.

After World War I his company acquired the Craske-Felt business and the electrotypes department of P. F. Collier Co. Reilly Electrotypes, Typographic Service

Co. and Wright Co., Illustrators, were merged in 1928 to form the Electrograph Corp., of which Mr. Reilly was chairman at the time of his death.

Western Buys Golden Books

Western Printing & Lithographing Co. has taken over the Golden Books division of Simon & Schuster, Inc., New York City. Western purchased books in stock and rights for printing books written for publishing under the Golden title. Golden Press, Inc. has been set up in Poughkeepsie, N.Y., to continue publication of this line. There are over 100,000 titles on the market.



"DAVIDSON DUAL-LITH MODEL 233 put us in an enviable profit position"

—NORMAN J. CHERRY of CHERRY & CHERRY

Cherry & Cherry of Merrick, New York, produce high quality, multi-color advertising material for financial institutions throughout the United States. Early in 1952, the firm was faced with the problem of producing four-page 6 1/4" x 3 1/2" pamphlets economically by offset, but quality was of prime importance.

A Davidson Dual-Lith Model 233 was selected for the job and proved so successful that a second was added to handle increased production demands. The pamphlets are printed four-up at a speed of 5,400 impressions per hour. All of the work is multi-color, requiring a heavy lay of ink, screens, halftones — or all three. Sheets register with hairline accuracy for as many as eight passes through the machine. And Davidson's exclusive 2-Cylinder Principle provides extra versatility in printing metallic inks by relief from rubber plates for many of Cherry & Cherry's clients. With over 20,000,000 quality impressions behind them, Cherry & Cherry report that the two Model 233 Dual-Liths "have paid off handsomely in peace of mind and profits."

SEE A DEMONSTRATION...
of Davidson Dual-Lith Model 233
you'll find new ways to cut costs,
increase profits on every job...



DAVIDSON CORPORATION
A Subsidiary of Mergenthaler Linotype Company
29 RYERSON STREET, BROOKLYN 5, NEW YORK
Distributors in all principal cities and Canada



Headings in Prototype • Text in Linotype

Advertising Typographers Hold Bermuda Convention

Advertising Typographers Association of America's 32nd annual convention Oct. 22-25 in Hamilton, Bermuda, featured screening of a new film, "Type Tells the Story," and presentation of awards for winning entries in the organization's second Typographic Design Competition.

The new color slide film, available from ATA company members, portrays



Harvey Willens



Walter A. Dew Jr.

the contribution of good typography to effective advertising. It shows the difference between ordinary typesetting and advertising typography which produces sales results. Walter Pretzat, Tru-Arts Press, Inc., New York City, was awarded a certificate of merit for his skillful direction of the film's production.

Best of all entries in the design competition came from Advertising Agencies Service Co., Inc., New York.

There was seminar discussion of phototypesetting by members experienced in this field. Other topics on the business agenda included customer and public relations, costs, and production efficiency.

Harvey Willens who heads George Willens and Co., Detroit, was reelected president. Serving again with him are Anthony Perrusi of Advertising Agencies Service Co., vice-president, and Al Applebaum, Artintype, Inc., New York City, treasurer. Walter A. Dew, Jr. continues as executive secretary.

Appointed Sales Director

Carlton Mellick, the vice-president in charge of sales of the Michle Co., a division of Michle-Goss-Dexter, Inc., has been appointed director of sales of several other divisions and affiliates of the corporation; these include the Dexter Co. of Pearl River, N.Y., Lawson Co., New York City, Chicago Machinery Laboratory, and the Mercury Engineering Corp., Milwaukee. Mr. Mellick started with the Michle Co. in 1929.



Carlton Mellick

Litho Plant Sales Group Talks Mutual Problems

New England and Eastern Seaboard litho plant sales managers reviewed mutual problems during the recent regional meetings sponsored by Lithographers National Association. Similar meetings were held in San Francisco and Los Angeles.

LNA director and sales management committee chairman John B. Osborn, presiding at Boston and Philadelphia sessions, rated discussions of mutual problems with competitors to be a stabilizing influence on the industry. He stressed that "every firm must examine seriously whether it can produce reasonable profit at the price it intends to bid. Poor investment in recruiting and training salesmen can raise costs and lower profits."

Harvey M. Burgher, executive vice-president of Providence Lithograph Co., called in-plant training the best way to develop good salesmen. Bruce Dunham of Zabel Bros. Co., Philadelphia, said his firm seeks new salesmen regardless of whether they have been selling litho jobs, because they can be trained to make their Zabel selling successful.

Robert Lawrence, vice-president of Forbes Lithograph Mfg. Co., Boston, believed that remuneration linked to profit was the most practical compensation plan because it ties the salesman more closely to the company and prompts him to place major emphasis on getting profitable orders rather than just orders.

Kermit Cavado of the Baughman Co. of Richmond, Va., said that companies shifting to the plan Mr. Lawrence recommended believe that straight commission tends to make the salesman an independent broker. Most of the Philadelphia conferees agreed that it was important to have the salesman aware of the firm's objectives.

Elmer Voigt Receives Leadership Merit Award

Elmer G. Voigt, retired board chairman of Western Printing and Lithographing Co. and one of the organizers of the Education Council of the Graphic Arts Industry, has received from the American Vocational Association an Award of Merit honoring him for his leadership in establishing graphic arts educational and training programs. Presenting the award at the annual membership meeting of the Graphic Arts Association of Wisconsin was AVA vice-president Roy Fairbrother, supervisor of Distributive



Elmer G. Voigt

Education, Wisconsin State Board of Vocational and Adult Education. Mr. Voigt initiated and fostered apprentice training programs in Western Printing and Lithographing's plants at Racine, Wis., Poughkeepsie, N.Y., St. Louis and Hannibal, Mo. These programs set the pattern and standard for other printing companies throughout the country.

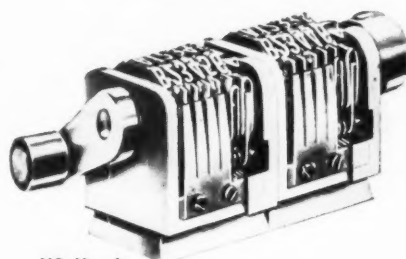
LNA Name Change Becomes Official As Corporation Records Are Changed

Lithographers National Association has become Lithographers & Printers National Association, Inc. The new name, approved by the membership last June, has

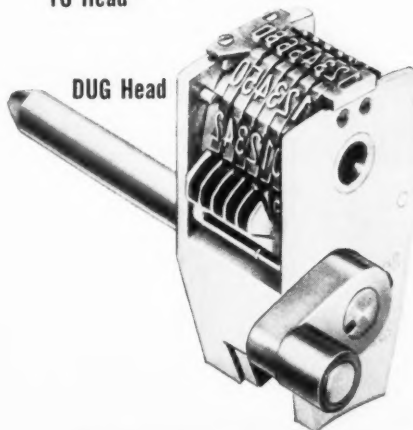
been officially certified by the New York Secretary of State.

Oscar Whitehouse is executive director at LPNA headquarters, 1025 Connecticut Ave. N.W., Washington, D.C. Gordon C. Hall heads the branch office at 127 N. Dearborn St., Chicago 2. Promotion director Herbert W. Morse is in charge of the office at 597 Fifth Ave., New York 17.

George P. Hughes, Snyder & Black, White Plains, N.Y., is chairman of the association's awards competition and exhibit committee. Judging of entries for selecting 294 winners in 49 classifications is set for the week of Jan. 19 at the New York Trade School, New York City.



YO Head



DUG Head

Force rotary numbering heads

Keep the presses rolling on ticket and coupon jobs because they're precision-engineered for accurate numbering at high speed. These center-driven heads provide maximum versatility in single and multiple set-ups... and stand up under the stresses and pressures of long runs. They are machine-finished to the highest manufacturing standards—operate like watches, interchange freely and register with ease.

Write for Force Rotary Head Operating and Maintenance Manual



WM. A. **FORCE**

& CO., Incorporated

216 Nichols Ave.
Brooklyn 8, N. Y.

International Printing Week Set For Jan. 11-17

(Concluded from page 60)

request of a librarian for material to use during the International Printing Week. Since the kits were mailed, requests for thousands of special items have been received and are being filled within the limits of the committee.

Printing Week stamps, posters, objective posters, clip sheets, radio spot announcement books, and other publicity materials are being made available by the International Printing Week Committee

free. A request to the International Chairman, Gerald L. Flood, 714 Santa Monica Blvd., Santa Monica, Calif., will bring any of the material that is still available.

The committees that have been working so hard will soon be ready to raise the curtain on their production. You can help make it a smash hit and insure a return engagement by being out front and leading the applause.

Wausau Names New Distributor

Wausau Paper Mills Co., Brokaw, Wis., has appointed Roberts Paper Co., 41 Bassett St., Providence, as Rhode Island distributor for its line of fine papers.

4 color capacity from a 2-Color Press ... with no additional running time!

WPM Color Printing Units installed on your Miehle 2-color letterpress give you an integrated 4-color press capable of producing 4-color printing in the same running time required for 2-color printing.

WPM Color Units are precision built and synchronized with the 2-color press to give 3 or 4-color printing with hair-line register while sheets travel but once through the press. For regular press operation, WPM Color Units are locked out quickly and easily.

If you would like to explore the opportunity for profits that WPM Color Units offer you, our engineering staff will be glad to discuss it with you, without obligation.

wpm

WESTERN PRINTING MACHINERY CO.

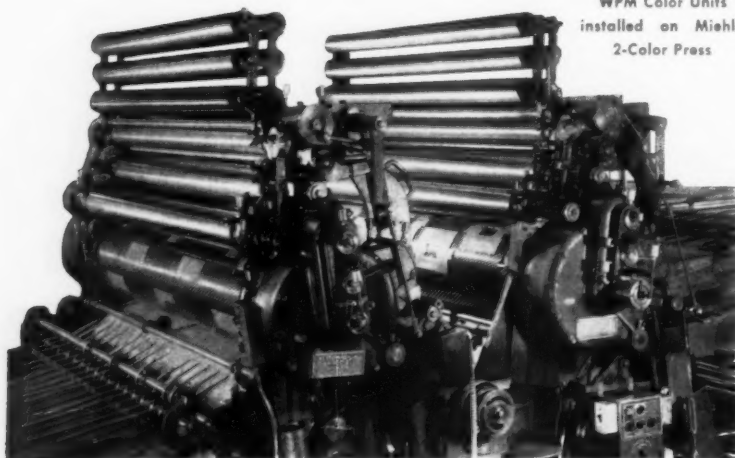
3519 N. Spaulding Ave.,

Chicago 18, Ill.

Manufacturers of Color Units for Miehle flatbed presses

Converters of **FLATBEDS** to **ROTARY** and **HONEYCOMB PLATE CYLINDERS**

WPM Color Units
installed on Miehle
2-Color Press



CONVENTIONS WHAT - WHERE - WHEN

JANUARY

International Printing Week, Jan. 11-17.
Great Lakes Mechanical Conference, Statler Hotel, Detroit, Jan. 18-20.
Printing Industry of America, Union Employers Section, regional meeting, Hotel Statler, Washington, D.C., Jan. 19.
Printing Industry of America, Managers' Conference, Boca Raton Club, Boca Raton, Fla., Jan. 28.
Printing Industry of America, association presidents, Boca Raton Club, Boca Raton, Fla., Jan. 29.
Printing Industry of America, board of directors meeting, Boca Raton Club, Boca Raton, Fla., Jan. 31.

FEBRUARY

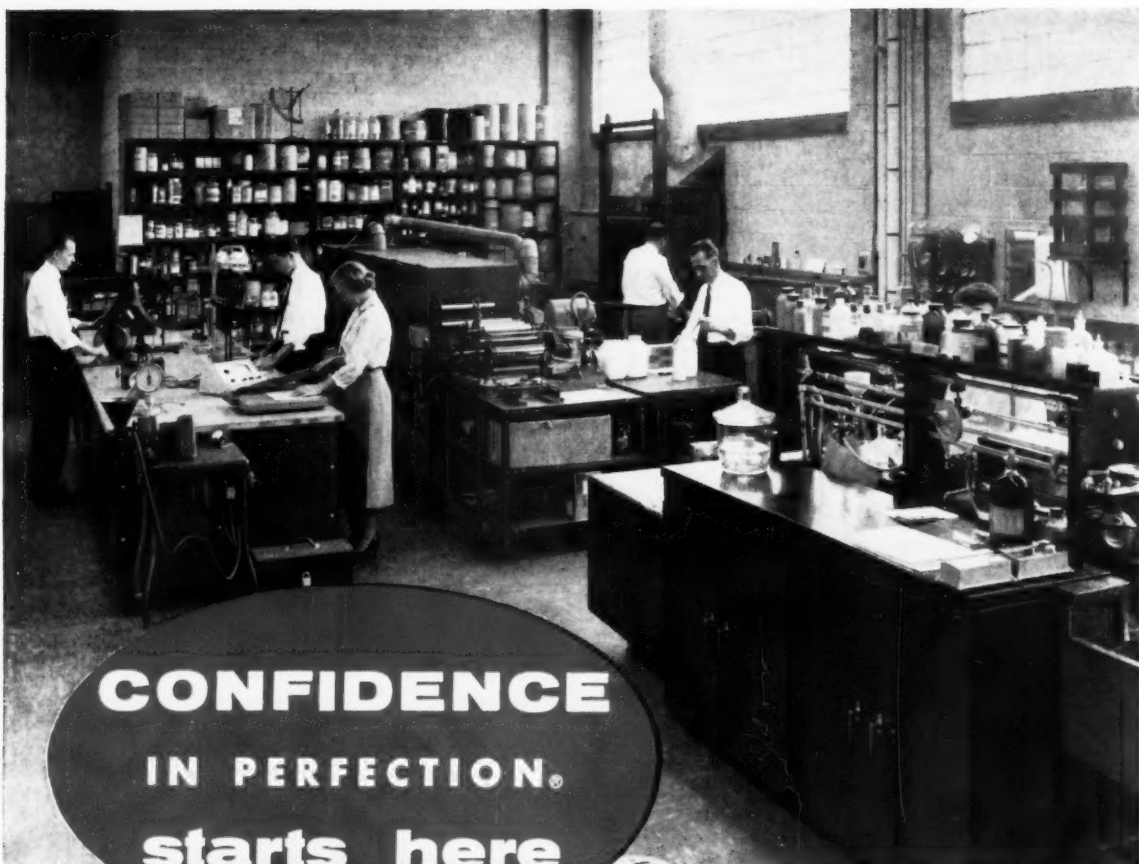
Printing Industry of America, Presidents' Conference for Top Management, Boca Raton Club, Boca Raton, Fla., Feb. 2-6.
American Pulp and Paper Association, annual convention, Waldorf-Astoria Hotel, New York City, Feb. 22-26.
Engraved Stationery Manufacturers Association, directors meeting, Washington Hotel, Washington, D.C., Feb. 23-24.
Technical Association of the Pulp & Paper Industry, annual meeting, Hotel Commodore, New York City, Feb. 23-26.
Printing Industry of America, Trade Binders, annual meeting, Chalfonte-Haddon Hall, Atlantic City, N.J., Feb. 27-28.

MARCH

Gravure Technical Association, annual meeting and convention, Drake Hotel, Chicago, Mar. 4-6.
Southern Newspaper Publishers' Association, (Western Division) Mechanical Conference, Hotel Texas, Fort Worth, Tex., March 8-10.
Mid-Atlantic Newspaper Mechanical Conference, Shelburne Hotel, Atlantic City, N.J., March 12-14.
Printing Industry of America, Sales Management Seminar, Edgewater Beach Hotel, Chicago, March 16-18.
Printing Industry of America, Sales Conference, Edgewater Beach Hotel, Chicago, March 19-20.
Folding Paper Box Association of America, annual meeting, Drake Hotel, Chicago, March 23-26.
Point-of-Purchase Advertising Institute, Palmer House, Chicago, March 24-26.
Advertising Trades Institute, Advertising Essentials Show, Biltmore Hotel, New York City, March 30-April 1.

APRIL

National Paper Trade Association, annual meeting, Waldorf-Astoria Hotel, New York, April 1-3.
Printing Industry of America, Rotary Business Forms Section, annual meeting, Edgewater Beach Hotel, Chicago, April 6-9.
International Association of Electrotypers & Stereotypers, Spring Technical Conference and Exhibition, Royal York Hotel, Toronto, Can., April 13-14.
American Management Association, National Packaging Conference and Exposition, the Chicago Amphitheatre, Chicago, April 13-16.
Lithographers and Printers National Association, annual convention, Greenbrier Hotel, White Sulphur Springs, W.Va., April 13-16.
Carnegie Printers Alumni Seminar and Management Conference, Carnegie Institute of Technology, Pittsburgh, April 16-18.
Type Directors Club of New York City, Typography USA Forum, April 18.
American Newspaper Publishers Association, annual convention, Waldorf-Astoria Hotel, New York City, April 20-23.
Printing Industry of America, Web Offset Section, annual meeting, Biltmore Hotel, Dayton, Ohio, April 23-24.
Texas Conference on Printing Management Problems, annual conference, Hilton Hotel, San Antonio, Tex., April 25-26.
Southern Graphic Arts Association, annual convention, Hotel Robert Meyer, Jacksonville, Fla., April 27-29.



CONFIDENCE
IN PERFECTION.
starts here

with continuous
Scientific Laboratory Control
 to produce **PERFECTION® FLAT GUMMED PAPER**
 and **PERFECTION® PAPER ROLL PRODUCTS**



PERFECTION®
FLAT GUMMED PAPER



SMALL ROLLS AND
FOLDED PAPER PRODUCTS

- A. Complete laboratory tests on raw material before acceptance for converting.
- B. Constant laboratory check at each step of converting operation.
- C. Approval by Quality Control Department before shipment.

PAPER
MANUFACTURERS
COMPANY

PHILADELPHIA 15, PA.

Complete List of Distributors may be found in Walden's "Paper Catalog"

PEOPLE IN THE NEWS

MISS MIRIAM MORRIS has been appointed sales promotion manager for the packaging consulting division of Rossotti Lithograph Corp., North Bergen, N.J.

FRED O. STORLIE is covering Minnesota, Wisconsin, and North and South Dakota as a sales representative for Roger-

snap Business Forms Co. of Dallas, and SIDNEY L. HATCH is covering Colorado, New Mexico, and Arizona.

IRVING ROSIN, general production manager of Lutz & Sheinkman, Color Lithographers of New York City, has retired after 46 years with the company.

JACK W. STAUFFACHER has been appointed assistant professor of typographic design at Carnegie Institute of Technology, Pittsburgh.

JOSEPH C. HANSON, president of Arkansas Printing and Lithographing Co., Little Rock, has retired from the printing business after 47 years in the industry.

KEITH J. ARTHUR is succeeding him.



Wade Harmon



Charles Kligman

WADE HARMON has been promoted to assistant vice-president of sales for National Publishing Co., Washington, D.C. CHARLES KLIGMAN has advanced to director of sales promotions.

JAMES W. SHIELDS, executive vice-president, Judd & Detweiler, Inc., Washington, D.C., has been named to serve a third term as chairman of the Union Employers Division of the Graphic Arts Association of Washington, D.C. OTIS H. JOHNSON, the president of the Rufus H. Darby Printing Co., was elected the vice-chairman succeeding LESLIE C. SHOMO, vice-president, National Publishing Co.

EDWARD H. SUTTON, retired vice-president of William G. Johnston Co., Pittsburgh, was cited recently for his 50 years in the printing industry, 29 of which were with Johnston. AGNES BILLINGS received an award commemorating 40 years with the Johnston Co.



Jack Greenberg, president of Lutz & Sheinkman, Color Lithographers, congratulates Irving Rosin (r.) on his retirement after 46 years with the firm

ALBERT E. LIBBY has been appointed president and general manager of the National Lithograph Co. of Detroit. VERNON R. VINCENT was promoted to vice-president and advertising sales manager.

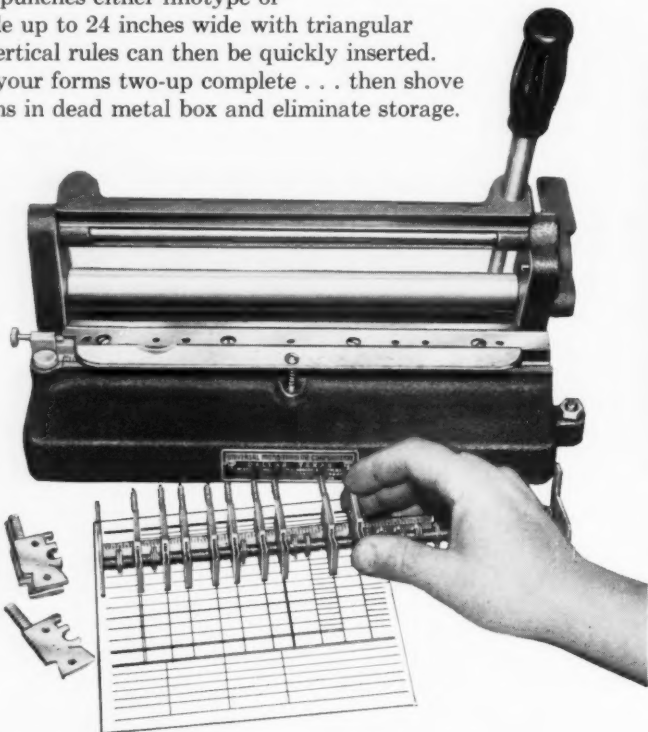
ROBERT WACK and ERNEST WEIR have joined WALTER SCHULTZ as principals of Schultz-Wack-Weir, Inc., formerly Schultz-Riddle, Inc., lithographers and printers of Portland, Ore.

SAMPSON R. FIELD, president, Publishers Printing-Rogers Kellogg Corp., is chairman of the Graphic Arts Division promoting the 1959 March of Dimes Campaign in New York City.

ruled form composition made easy

The Honig Multiple Broach permits rapid setting of punches by direct contact with copy, for registering. Broach punches either linotype or strip rule up to 24 inches wide with triangular slots. Vertical rules can then be quickly inserted. So run your forms two-up complete . . . then shove the forms in dead metal box and eliminate storage.

For
more
information
. . . write



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NIVERSAL Mono-Tabular Corp.

715 NORTH CENTRAL EXPRESSWAY • RICHARDSON, TEXAS



Bernard Green



Robert B. McKenna

BERNARD GREEN has become executive vice-president and general manager of Majestic Press, Philadelphia.

ROBERT B. MCKENNA, formerly with Herbeck & Held, Pittsburgh, has become vice-president of Colonial Press, Pittsburgh, and a member of the board.

HARRY JONES, previously the Chicago branch manager of Miller Printing Machinery Co., has joined the staff of Type & Press of Illinois, Inc., Chicago.

LEONARD F. GEHRIG, vice-president and controller of Ennis Tag and Salesbook Co., Ennis, Tex., has been appointed associate director of the Dallas Chapter, National Association of Accountants.

LEO F. KELLEHER has been appointed New England sales engineer for R. Hoe & Co., Inc., New York City.

WARREN G. DAVIS, vice-president and general manager of the Davis Press, Worcester, Mass., has been named to the board of directors of State Mutual Life Assurance Co. of America, Worcester.



Warren G. Davis



Ralph E. Murphy

RALPH E. MURPHY has been elected administrative vice-president of Darby Printing, Washington, D.C.

EARL G. PETERSEN has been elected vice-president of the advertising agency of Brown & Bigelow, St. Paul, Minn. SAMUEL C. WAKEFIELD was elected sales vice-president and director of the Quality Park Box Co., B&B subsidiary.

J. C. HYDRICK has been advanced to vice-president and general manager of the Disston Division of H. K. Porter Co., Inc., Philadelphia. DAVID C. CANNON has been appointed assistant to the general manager.

JOHN A. VOLLMER, branch manager of Butler Paper Co., Kansas City, Mo., has been transferred to Los Angeles to manage the Sierra Paper Co., owned by Butler.

EDWARD N. DODGE, assigned to the Newton Center, Mass., sales office, re-

places DONALD W. ALLEN, now at the St. Louis sales office of the Mid-States Gunned Paper Division of Minnesota Mining & Manufacturing Co. WILLIAM HASLEAU has been assigned to the Atlanta sales office. He replaces DONALD MATTHESEN who was transferred to the New York City office.

J. TATNALL LEA, JR., with Riegel Paper Corp. since 1940, has been appointed to the newly created position of manager of southeastern sales at the company's office in Atlanta, Ga.

W. K. LUNT, public relations director for W. F. Hall Printing Co., Chicago, has retired after 21 years with the firm. R. M.



R. M. Van Dyke



W. K. Lunt

VAN DYKE, formerly personnel director, succeeds Mr. Lunt.

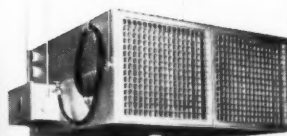
MAJOR GENERAL GERALD J. HIGGINS has been appointed assistant to the

YOU CAN AFFORD THIS MONEY-SAVING

HUMIDITY CONTROL

WITH
Guaranteed
Bahnson
UNIT
HUMIDIFIERS

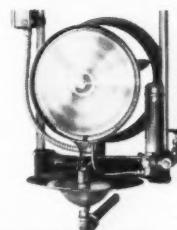
Units cost as little as \$10 per year per unit to operate and save you dollars! Installation requires no floor space and can be made singly or in groups. Water or steam units are self-contained, have high capacity, automatic controls. A complete line of sizes and types to fit your needs, any size area.



TYPE BA



TYPE E



TYPE H



HELPFUL FREE BOOKLET

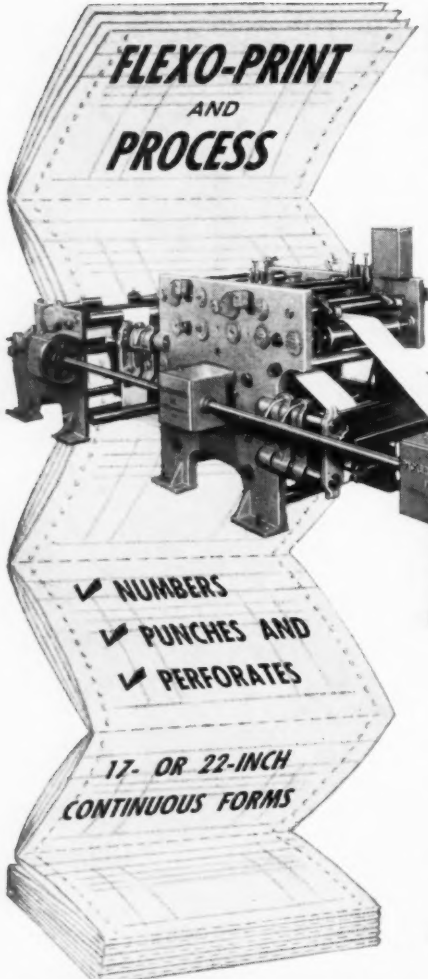
Informative booklet tells you how to cut waste, increase profits with controlled humidification. Just mail this coupon with your letterhead today.

NAME _____

THE BAHNSON COMPANY

IP-2

Winston-Salem, N.C.



**FLEXO-PRINT
AND
PROCESS**

**Multiple and
Continuous
Business
Forms**

✓ NUMBERS
✓ PUNCHES AND
✓ PERFORATES

17- OR 22-INCH
CONTINUOUS FORMS

*...in ONE
high-speed
press operation!*

PACKER Flexographic press prints one to four colors in hairline register

- Nothing like it for high speed production of continuous type multiple business forms. Prints and processes paper in perfect register at speeds up to 800 feet per minute.

- Standard 2-color (or 4-color) combination press produces either 17" or 22" forms and eliminates need for two individual presses normally required. Packer presses can be built in 18", 24" or 30" sizes to cover any multiple width forms required. Any quantity of numbering and punching units for processing unusually small forms can also be furnished. Versatile mechanism handles cross perforations, skip perforations and angle perforations. Continuous chain or file hole punching.

- Press also features barrel or straight type numbering mechanism which adjusts to different weight stocks without "punch-thru" or offset—and has synchronized throw-out device. Machine also features PACKER'S exclusive "Feather Touch" hydraulic control for equalized press impressions on paper at all times and for positive, instant color throw-outs.

- PACKER forms equipment is also available with 3- or 4-color flexographic or oil ink presses—or in combination. Also with center or surface rewind or sheeter. Write for complete information. Dept. IP-57



PACKER
Manufacturing Company
GREEN BAY, WISCONSIN

Manufacturers of
**"CHAIN-HOLE"
PUNCH**
Printing and
Die Cutting
Equipment

president on military matters for the Dayton Rubber Co., Dayton, Ohio.

JAMES MCNAMEE has been appointed national sales manager of flexographic and gravure inks for Sinclair & Valentine Co., New York City.



James McNamee



Charles H. Merbitz

CHARLES H. MERBITZ, who joined Wm. C. Herrick Ink Co., East Rutherford, N.J., sales staff in 1955, has been appointed vice-president in charge of sales.

NOEL PHILLIPS who was technical director of Riegel Paper's Carolina Division has been appointed to the newly created position of technical coordinator of Carolina paper sales.

WALTER ROEHR has been appointed senior research associate for Kimberly-Clark Corp., Neenah, Wis.



Walter Roehr



Edwin R. Fries

EDWIN R. FRIESE has been promoted to general manager of Sun Chemical Corp.'s new General Printing Ink Co. plant in Atlanta, now under construction.

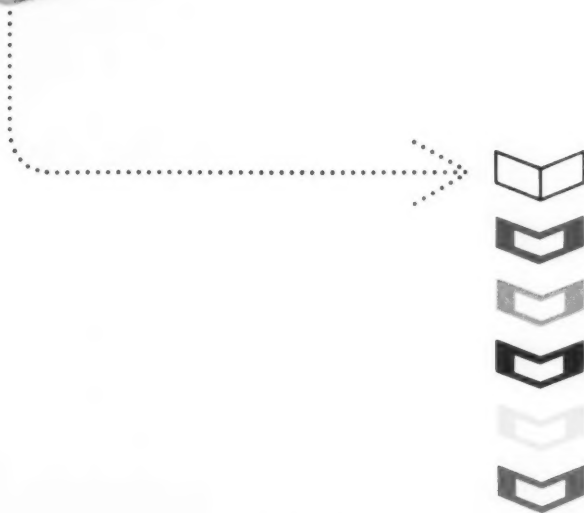
JOHN F. ROBINSON, formerly sales planning director, has been made director of the new advertising and public relations division of Standard Register Co., Dayton, Ohio. M. F. HYER has been promoted to sales promotion director. JOHN R. DREXLER has become publicity manager and LOU ROTTERMAN is now special activities manager.

JOHN MACKEY has joined the Minneapolis technical staff of the Flint Ink Corp.

John F. Robinson

John Mackey





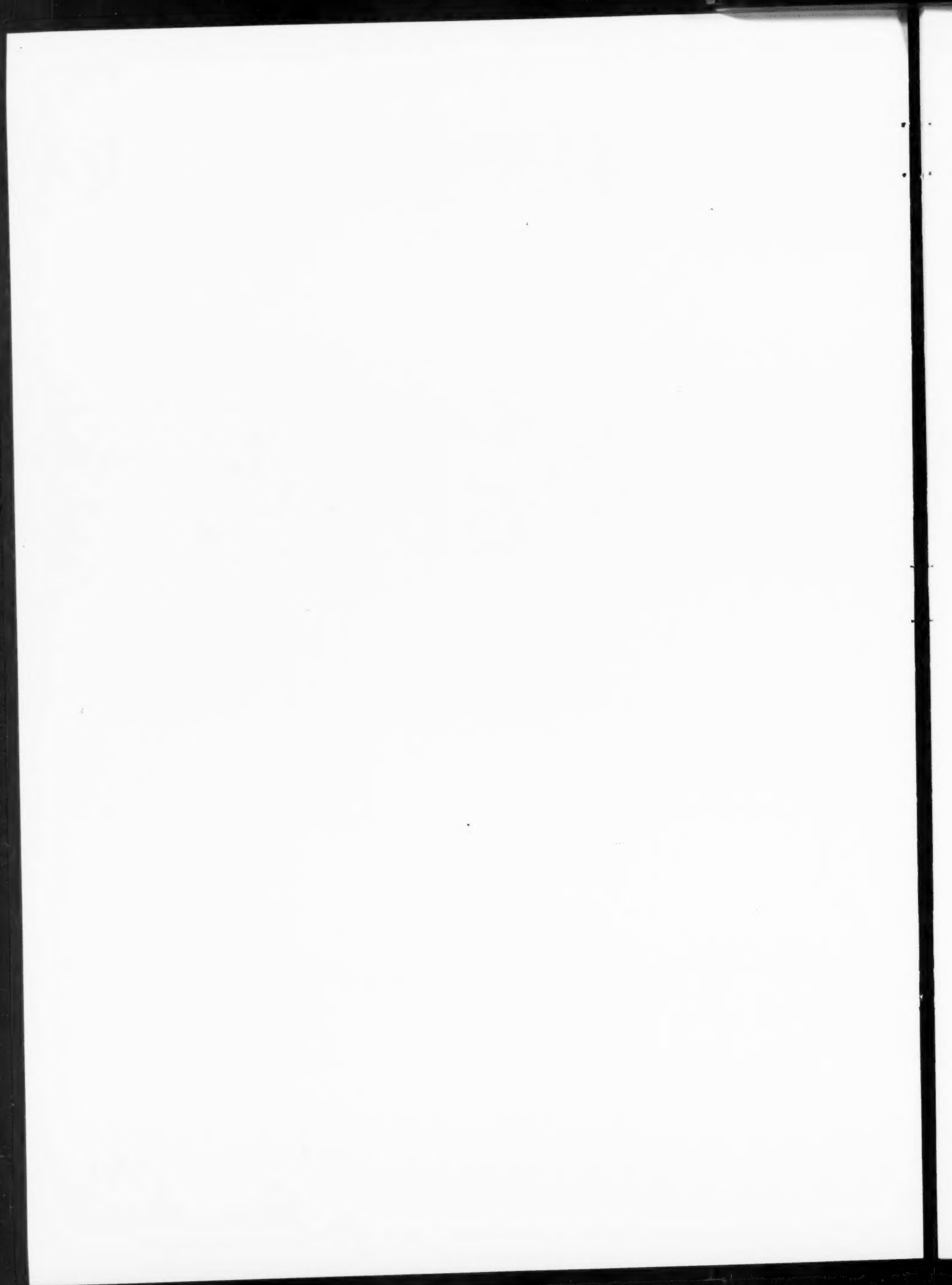
UNION-CAMP presents the industry's newest offset paper

Meet Williamsburg Offset—distinguished new member of the Union-Camp line of fine papers. Williamsburg Offset features good printability, assures high-quality reproduction—offset and letterpress. Ask your local Union-Camp fine papers distributor about sizes and weights of Williamsburg...the industry's newest offset paper.

UNION BAG-CAMP PAPER CORPORATION

Fine Paper Division, Franklin, Virginia







Day in - Day out -

Over the years, printers large and small have found Everyday Packaged Inks the sensible, low-cost answer to the ink inventory problem. All popular colors, blacks, whites, bond and cover inks—the Everyday

line includes *everything* you need for nine jobs out of ten . . . precision formulated and ground for beautiful press performance. In stock for immediate delivery from your nearest IPI branch!

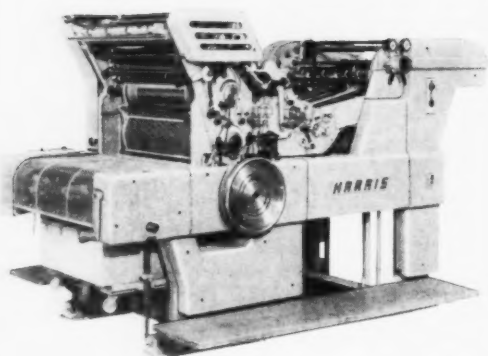
IPI, IC and Everyday are trademarks of Interchemical Corporation.



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CORPORATION DIVISION

EXECUTIVE OFFICES: 67 W. 44th ST., NEW YORK 36, N. Y.





DESIGNED FOR MULTIPLES of 6x9", 8½x11" and 9x12", this 20x26" single-color offset press offers fast make-ready and operating speeds up to 8,000 iph. The 126 handles stock sizes from 9x12" through 20x26". Outstanding features include the famous Harris feed-roll register; electronic detection of late, early, absent or crooked sheets. Multi-roll inker assures sharper halftones and brighter colors through reduced ink emulsification.

FOUR FOR MORE*

**PROFITS, that is*

These Harris offset presses are built to put you into the best possible competitive position — to help you turn out more salable sheets every day.

Which of the four is just the right one depends on your present equipment and your day-to-day load. Your Harris representative will help you to make the correct selection.

In addition, consider these exclusive Harris advantages:

- Best protection on your capital investment — because Harris equipment keeps its value
- Best assurance of service through the Harris direct factory-trained service staff
- The fact that a man does his best work on a Harris

Find out more. Write or phone collect.

HARRIS
INTERTYPE
CORPORATION

HARRIS-SEYBOLD COMPANY

A Division of Harris-Intertype Corporation

4526 East 71st Street, Cleveland 5, Ohio

14½ X 20½"

17½ X 22½"

20 X 26"

23 X 30"

NEW LITERATURE

Those interested in literature described are asked to write direct to the company listed in the item

Automatic Three-Knife Trimmer

Pictures and descriptions of the Heavy Duty Automatic Lawson 3-Knife Rapid Trimmer, Series C, are contained in a new folder now available from the Lawson Co., 2011 W. Hastings St., Chicago 8. Mechanical and operating features with floor plans and specifications are included.

Riegel Jersey Stock Items

Riegel Paper Corp. has issued a sample book showing Jersey cover and bristol stocks in 15 colors with 14 stock sizes and weights. The line includes 176 stock items. With the sample book comes a folder offset-printed in color on light gray Jersey plate, entitled "176 Ways to Please Every Taste." Copies are available from Riegel at 260 Madison Ave., New York 16.

Three-Color Process Printing

Three-color printing is the subject of a new Ansco publication illustrated with several examples of three-color printing. How to make three-color separation negatives, technical data, and negative development are discussed. Copies are available from the Graphic Arts Department, Ansco, division of General Aniline and Film Corp., Binghamton, N.Y. Each one contains a real peacock feather.

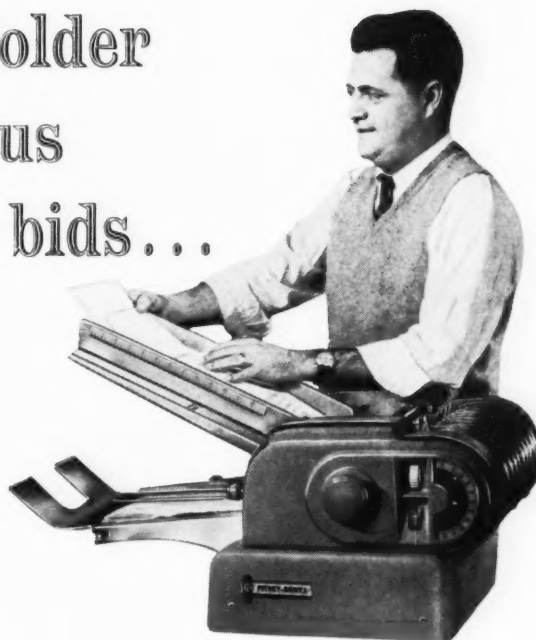
Printing Problems Solved

"Troubleshooting For Printers" is a second edition compilation of time- and cost-saving ideas for printers and others in the graphic arts. Over 200 tips, sugges-

Booklet of 221 ideas solves printers' problems



This folder helps us lower bids...



"When we had to tie up our big folding machine for short runs and small size folding jobs, we found it hard to meet competitive estimates. But with our new little Pitney-Bowes folder, our bids are considerably lower and the jobs more profitable."

—From a typical case study.

- The PB fully automatic folding machine Model FM takes all paper sheets from 3 by 3½ to 11 by 24 inches. Makes any of eight basic folds. Can make two parallel folds in a letter size sheet at speeds up to 10,000 per hour. Other sizes up to 19,000 per hour. Even folds sheets stapled together. And the exclusive Dial-A-Fold assures

hairline accuracy for all folds and weights of paper.

- No skilled operator needed. The FM can be run by anybody, set for a job, without tools, in a minute.

- For a demonstration call your nearest PB office or send coupon for free illustrated booklet.

New Combined Folder-Inserter

PB's Model 3300-FM folds and stuffs into envelopes 500

advertising pieces, bills, etc. in 8 minutes!

The "3300" by itself hooks onto any PB folder, or can be used as an inserter alone.



PITNEY-BOWES Folding & Inserting Machines

Made by the originator of the postage meter... branch offices in 107 cities, coast to coast.



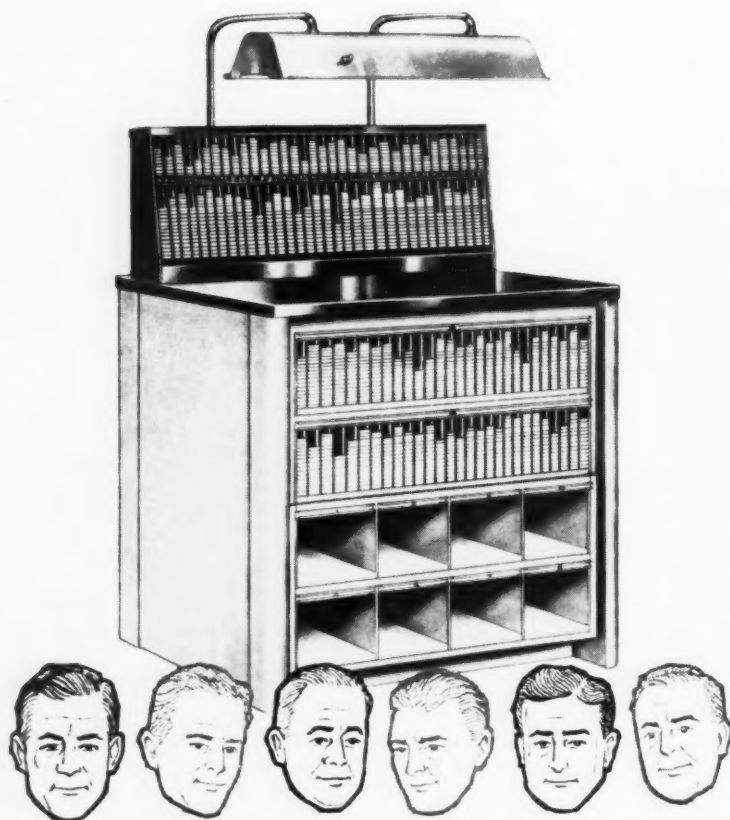
The smaller FH, semi-automatic, folding machine, costs less than a standard typewriter.

PITNEY-BOWES, INC.
4214 Walnut St.
Stamford, Conn.

Send free illustrated booklet on Folding and Inserting Machines to:

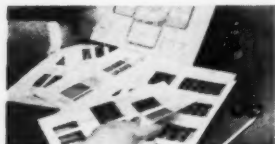
Name _____

Address _____



Hamilton ad assembly cabinets are like an extra man in the shop

Here is everything compositors need right at their fingertips—cut-to-measure and full length materials . . . galley storage . . . job cases . . . letterboard storage . . . dead slug bin. Hamilton ad assembly cabinets turn wasted walking time into profitable working time—quickly pay for themselves in increased production, efficiency, accuracy. Get full details from your Hamilton dealer the next time he calls!



it costs no more to design your own cabinet!

See catalog 28, pages 14-15 or write Printers Division, Hamilton Manufacturing Company, Two Rivers, Wisconsin.

Hamilton

WORLD LEADER IN PROFESSIONAL AND SCIENTIFIC EQUIPMENT

HAMILTON MANUFACTURING COMPANY • TWO RIVERS, WISCONSIN

tions, and applications submitted by printers in small, large, and medium-size plants to Kimberly-Clark's "Let's Swap Ideas" advertising campaign are contained in this booklet. The names of those whose ideas were used are included.

Register problems and paper problems, composition and other areas where problems exist are solved in a variety of ways. Many are illustrated. Copies of the booklet are available from the Kimberly-Clark Corp., Neenah, Wis., and its distributors.

Materials Handling Plans

Three plans for leasing materials handling equipment are described in a folder available from Lewis-Shepard Products, Inc. at 125 Walnut St., Watertown 72, Mass. With the Lease Option plan, the lessee takes title to the equipment at the completion of payments. Title to the equipment remains with the lessor in the Straight or True Leases plan. The "Power Package" lease plan allows the user to lease the battery and charger for his electrically-powered fork lift trucks.

New Old Colony Announcement Line

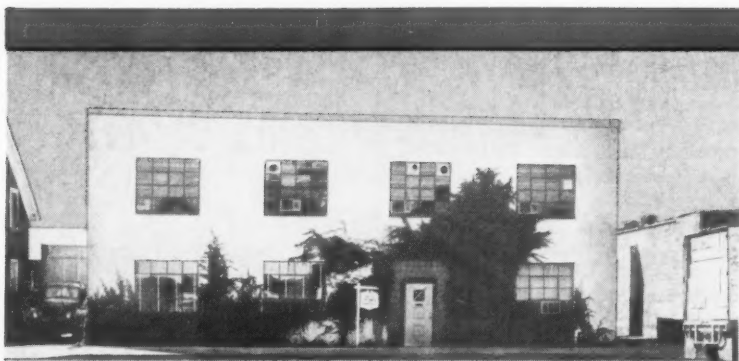
A new line of wedding, social, and business announcements has been introduced by Old Colony Envelope Co., Westfield, Mass. The line features simplicity of modern design. The narrow-long wedding sheets are plain scored with matching inside and outside envelopes. The number of business card sizes has been reduced to ten. The announcements are made of Frost White Satin Finish paper. Sample portfolios may be obtained from Old Colony wholesale paper distributors.



Old Colony has a new line of announcements

Canadian Market Statistics

Statistical data to aid British and American firms in understanding Canadian market conditions are contained in a brochure entitled "The Canadian People and Their Market." This 1958 edition has up-to-date statistics on market areas, population figures, per capita income, housing, automobile ownership, and other subjects. One section explains the legal requirements for conducting business in Canada. Copies may be obtained from the Re-



MAIN OFFICE
46 HARRIET PLACE
LYNBROOK, NEW YORK
LYnbrook 3-7474



4227 WEST 43rd STREET • CHICAGO 32, ILLINOIS CLiffside 4-8030



WEST COAST OFFICE
1418-22 SANTE FE AVENUE
LOS ANGELES 21, CALIFORNIA
MAdison 7-8682

With the opening of our brand new Chicago plant, "LITH-KEM-KO" announces still another step in an unceasing effort to render every possible service to the Chemical needs of the Offset Industry. Our three complete manufacturing plants are geographically located to bring to our customers prompt and efficient shipments. Our competent dealers are at your service in all principal cities of the United States, Canada and Latin American Countries.



LITHO CHEMICAL and SUPPLY CO., Inc.

TECHNICAL REPRESENTATIVES:

MID-WEST DON GRANT • STAN COLLISTER WASHINGTON-BALTIMORE AREA AL MATERAZZI
WEST COAST RAY WEST • JOHN OLIVIER SOUTH-WEST CHARLIE WILHARM



IDEA NO. 145

A Medal for MACY'S

Nobody—but *nobody*—thinks up cleverer promotions than Macy's, New York department store *extra-ordinaire*. For its Centennial, buyers had suppliers create many special items, to be labeled "Exclusive—Created Especially for Macy's 100th Anniversary". To label the variety of sizes, shapes, and materials, Irma Stein, Purchasing Agent, thought of KLEEN-STIK—the peel-an'-press adhesive that sticks tight on any surface. Morris Rosenblum, Macy's Creative Advertising Administrator, did the delicate design, handsomely executed on Gold Foil by Herb Rothchild of Rothchild Printing Co., NYC.

Outstanding
P.O.P. Ideas
Featuring the World's Most
Versatile Self-Sticking Adhesive!



IDEA NO. 146

MARSHALL "Stars" with KLEEN-STIK

Every boy (even grown-up ones!) wants to be a western Marshal, complete with badge. Customers of Marshall Ventilated Mattress Co., Ltd., of Ajax, Ontario, got their chance at a recent convention, with this clever "Marshall" badge printed on new KLEEN-STIK "Lapel-Stik" in silver foil. Special self-sticking adhesive holds on coat lapel with a quick peel-an'-press... won't harm clothing... eliminates pins, clips, etc. Gordon Couper, Marshall's Ad Mgr., worked out this "star" idea with Bob Elgie and Fred Shaw of R. G. McLean Limited, Toronto.

For more and better sales, hitch your wagon to the KLEEN-STIK "star". Big free "Idea Kit" holds a whole constellation of stellar ideas and samples to show your customers—write for yours today!

KLEEN-STIK Products, Inc.

Pioneers in Pressure-Sensitives
for Advertising and Labeling

7300 W. Wilson Ave. • Chicago 31, Ill.

search Department of Maclean-Hunter Publishing Co. Ltd., 481 University Ave., Toronto 2, Canada.

Specialty Inks Folder

Markem Machine Co., Keene 56, N. H., has released a folder called "Markem Specialty Inks for Hundreds of Decorative and Descriptive Marking Purposes." The folder discusses various aspects of inks and features Touch-Dry ink used for marking a number of materials.

Clydesdale Darkroom Cameras

Both illustrations and descriptions for Clydesdale darkroom cameras are given in a folder offered by Process Cameras & Equipment, Inc., 1153 W. Grand Ave., Chicago 22. The standard sizes range from 17, 24, 31, and 36 inches. Layout tables, printing frames, and lights are included in the folder.

Dexter Folding Machines

The complete line of Cleveland folders made by Dexter Co. are described and illustrated in a new brochure. The various folding machines handle sheets from 3x4 inches to 44x64 inches. The brochure gives specifications and tells the kind of work each folder is best suited for. Copies may be obtained from the Dexter Co., division of Miehle-Goss-Dexter, Inc., 2011 W. Hastings St., Chicago 8.

Macey Gathering Machine

A promotional folder containing literature, photographs, and testimonial letters on the Macey gathering machine is available from the Macey Co., subsidiary of Harris-Intertype Corp., 5350 W. 130th St., Cleveland 30. Features of the machine are indicated with illustrations and specifications given.

Advance Photographic Information

A new series of pamphlets designed to give advance information on new developments in graphic arts has been initiated by Eastman Kodak Co., Rochester, N.Y. The pamphlets are called "Q sheets." The first one, No. 101, contains information on "Camera Back Masking With Silver Masks." The technique is described as a new method of masking for color correction when making photomechanical reproductions from photographic color prints or other color-reflection copy.

The Q-sheets are being sent to all registered owners of Kodak Graphic Arts Handbooks. For those who do not own a handbook, Q-sheet No. 101 may be obtained from the company's Sales Service Division.

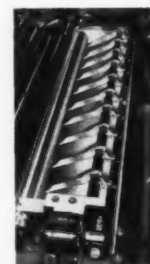
Caslon Bond Business Papers

Samples of Caslon bond business papers are contained in a booklet offered by Kimberly-Clark Corp., Neenah, Wis. Caslon bond is described as an opaque sheet suited to such uses as letterheads, invoices, statements, and production and purchas-

EVERY PRINTER WILL BENEFIT BY USING ortleb ink agitators



With "dog eat dog" competition in the Graphic Arts field... the installation of Ortleb Agitators, as a means of reducing production costs, cannot be taken lightly.



With Ortleb Agitators, ink costs are likely to be 10% to 25% lower. Spoilage is avoided. Color uniformity is maintained. Labor ("giving the ink a stir") is ended for good.



Ortleb Agitators are available for all makes of presses and are exceptionally beneficial when used on split-fountain multi-color runs.



Why not drop us a line and request our literature. Tell us what presses you have and let us surprise you with the low cost of Ortleb Agitators and proof of their long service life of more than 30 years in many plants. Write today!



**ortleb
Machinery Company**

3818 LACLEDE AVENUE
ST. LOUIS 8, MISSOURI

To make the most of fine presses... Equip them with **MERCURY PRODUCTS**

A fine shop and skilled craftsmen *deserve* the finest accessories. That means Mercury products! Precision built in one of the best equipped plants of its kind in the world, and quality-controlled by the most elaborate laboratory testing facilities, Mercury rollers and blankets have set the pace for quality for over 30 years. Always specify Mercury.



RAPID ROLLER COMPANY

MAIN OFFICE AND FACTORY: FEDERAL AT 26th STREET • CHICAGO 16, ILL.
EASTERN SALES OFFICE: 218-224 ELIZABETH AVENUE • NEWARK 8, N.J.

3 TOP VALUES

From Among 80
BIG JOE
Lift Truck Models



1
"the PEDALIFT 21"
\$199⁰⁰ complete
1000 lb. capacity
54 in. lifting height



2
"the 299"
\$299⁰⁰ complete
1000 lb. capacity
57 in. lifting height
Battery Operated



3
"the CHALLENGER"
\$397⁵⁰ complete
1500 lb. capacity
57 in. lifting height
Battery Operated



Hydraulic Handling for
EVERY Department
BIG JOE
Manufacturing Company
Colony Drive
Wisconsin Dells, Wisconsin

ing forms. It can be printed by letterpress or offset and is available in white and seven colors.

Sheridan Accu-Speed Gatherer

The Sheridan Accu-Speed Gatherer is described and illustrated in a brochure offered by the T.W.&C.B. Sheridan Co., 220 Church St., New York 13. The booklet describes the mechanical features and production speeds of the Accu-Speed, which is designed for side gathering of sheets or signatures in sizes up to 18x11 inches at speeds up to 7,500 sets per hour. Unit construction allows for the addition of boxes to suit the expanding requirements. New arm design minimizes vibration.

Guide For Loose-Leaf Binders

A guide from the General Binding Corp. tells how the graphic arts executive can attain prestige and profits by using loose-leaf binders made by General Binding Corp. Samples of GEB-ring alloy steel binders and Slide-Ring plastic binders are included with samples of GBC silk screening. A "special cover and binder wholesale service" is discussed. Copies of the guide are available from GBC at 1101 Skokie Hwy., Northbrook, Ill.

High-Speed Sheet-Fed Casemaker

The high-speed Dexter Sheet-Fed Casemaker handles cases from 6½x8½ inches to 12½x18½ inches at speeds up to 3,600 cases an hour. The machine is illustrated and explained in a folder available from the Dexter Co., division of Miehl-Goss-Dexter, Inc., 2011 W. Hastings St., Chicago 8.

Time Study On Rogersnap Sets

Time study information on Rogersnap carbon second sheet sets is available from Rogersnap Business Forms Co., P.O. Box 10425, Dallas. The study shows that a secretary gathering and ungathering two carbons, two copies, and a letterhead consumes 11.38 hours per 1,000 sets and, in using two Rogersnap carbon second sheet sets and a letterhead, uses only 1.52 hours per 1,000 sets, a saving of 9.86 hours.

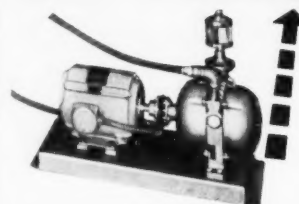
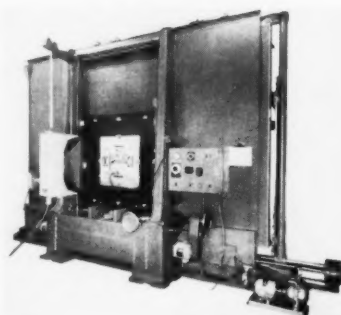
Vulcanizing Trouble Chart

A "Vulcanizing Trouble Chart" has been prepared by the Louis Melind Co., 3524 N. Clark St., Chicago. The chart lists difficulties, causes, and remedies for problems with rubber printing plates and rubber stamps. The chart is 9x12 inches and punched for hanging.

Rubber Printing Materials

The Printers' Supplies Dept. of Good-year Tire & Rubber Co., New Bedford, Mass., has published a catalog entitled "Rubber for the Graphic Arts Industries." Materials which include rubber printing plates, engravers' gums, and unvulcanized printing plate gums and backing are described and illustrated.

Reliable GAST AIR PUMPS used by Rutherford



... to assure owners of peak performance on this fast Precision Photo Composing Machine

You can depend on Gast Air Pumps for high performance... plus years of trouble-free service. Many Gast models were designed specifically for use with printing, engraving and lithographic equipment. And respected manufacturers like Rutherford select them to make sure you'll be satisfied.

On this modern Rutherford Precision Photo Composing Machine, an ingenious solenoid control permits use of both the vacuum and pressure capacities of one rugged Gast Pump. Other standard Gast applications include presses, cameras, printing frames, etc.

If you build equipment, investigate the advantages of Gast Air Pumps. Write us today, stating your needs.

GAST MANUFACTURING CORP.,
P.O. Box 117-L Benton Harbor, Michigan

**GAST
ROTARY**

"Air may be your answer!"

- AIR MOTORS TO 7 H.P.
- COMPRESSORS TO 30 P.S.I.
- VACUUM PUMPS TO 28 IN.



BEST IN THE LONG RUN



...and in the short run, too!



The pioneer in the offset paper field and for almost 30 years the accepted standard of quality. Today, as always, Beckett Offset is the most complete line of offset paper, offering a wide choice of weights, finishes and colors, carried regularly in stock at the mill. For more reasons why it pays to specify and stock Beckett Offset, please turn the page.

BECKETT OFFSET

BECKETT OFFSET • BECKETT OFFSET



BECKETT OFFSET • BECKETT OFFSET

book-

in all seasons. Beckett Offset is free from curling when subjected to low humidities in Fall and Winter.

maintaining controlled humidity, stock is made to meet specifications.

THE BECKETT PAPER COMPANY
Makers of Good Paper in Hamilton, Ohio, Since 1848

Weights	Colors	Finishes
Wove, 50 lb.	India	Antique
Wove, 60 lb.	Buff	Biltmore
Wove, 70 lb.	Gray	Chateau
Wove, 80 lb.	Green	Chillon
Wove, 100 lb.	Canary	Coral
	Pink	Halfstone
	Blue	Handmade
		High Plate
		Linen
		Ripple
		Satin Shell
		Stucco
		Vellum
		Reg. Wove

WHERE else can you find so wide a choice of stock sizes, of weights, finishes and colors as in the Beckett Offset line? The answer is—nowhere!

Other important reasons for specifying and stocking Beckett Offset:

CONTROLLED MOISTURE CONTENT. Assures easy-to-print paper in all seasons. For plants maintaining controlled humidity, stock is made to meet specifications.

MOISTURE-PROOF PACKAGING. Maintains proper moisture content in paper.

FREEDOM FROM CURLING. All Beckett Offset is processed to assure freedom from curling when subjected to low humidities in Fall and Winter.

BRIGHTNESS AND OPACITY. Beckett Offset is brighter than any other standard offset of high permanency and non-fading quality. It is more opaque than the offset papers in the standard price range which have been excessively altered by the addition of fluorescent dye.



For deluxe productions - two premium grades . . .

• **BECKETT BRILLIANT OPAQUE**

Super-white and super-opaque.

• **BECKETT HI-WHITE**

The world's whitest white paper—amazingly combines whiteness with warmth.

MATCHING COVER STOCKS AVAILABLE FOR ALL GRADES

THE BECKETT PAPER COMPANY

HAMILTON, OHIO



This is BECKETT OFFSET, White, Wove, Regular finish, 80 lb.

BECKETT OFFSET • BECKETT OFFSET

BECKETT OFFSET • BECKETT OFFSET

5

FIVE DIFFERENT KINDS OF LISTINGS ARE INCLUDED IN THIS DIRECTORY OF MACHINERY, EQUIPMENT, SUPPLIES, AND PAPER TO BE USED BY THE GRAPHIC ARTS INDUSTRY

①

Manufacturers of machinery, equipment, and supplies are listed alphabetically by products. See next page for complete explanation of how to use simplified numerical classification system.

②

All printing papers are classified alphabetically by kinds of paper. Various makers of each kind of stock are shown alphabetically.

③

A list of advertisers and other important firms shows the addresses of the branch offices to the nearest of which readers will wish to direct their inquiries and orders.

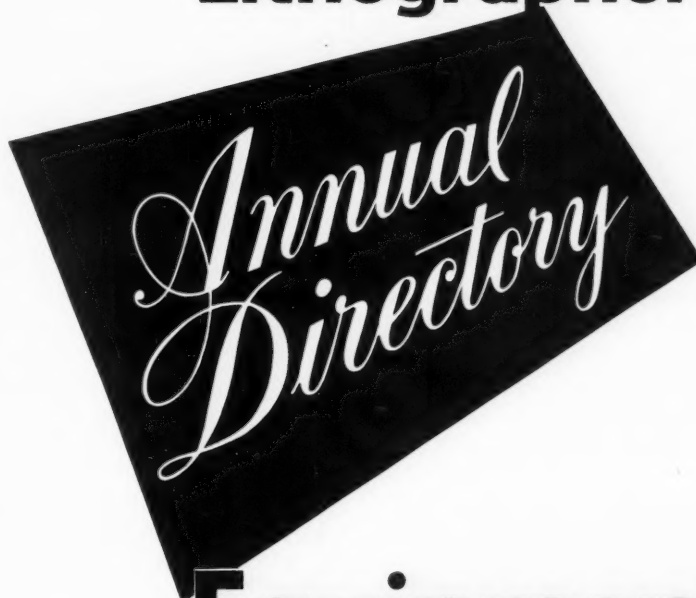
④

A representative group of leading printing machinery dealers is listed alphabetically.

⑤

Booklets and other educational material offered by advertisers free to the trade are classified and described. Mailing card is included. This is another IAPL service for you.

The Inland and American Printer and Lithographer



Equipment Services & Supplies

While compilers of this directory have taken every precaution to insure accuracy, guarantee cannot be made against the possibility of a change, error, or omission in the various listings. Every effort has been made to secure authentic information direct from supply firms, equipment manufacturers, and the paper mills.



ADDRESSING and MAILING MACHINES

- 1 Addressing
 - 2 Mailing
 - 3 Metered Mail Machines
 - 4 Stamp Affixes and Envelope Sealing Mach.
 - 5 Strip Printing
 - 6 Wrapper Printing and Wrapping
- 1 2 3 4 5 6
ADDRESSING Machine & Equipment Co., 326 Broadway, New York 7, N.Y.
- 1 2 3
ADDRESSOGRAPH-Multigraph Corp., 1200 Babbitt Rd., Cleveland 17, Ohio
- 1 5 6
ANDERSON, C. F., & Co., 3225 Calumet Ave., Chicago 16, Ill.
- 6
BARKLEY & Dexter, 50 Frankfort St., Fitchburg, Mass.
- 6
BELL & Howell Phillipsburg Co., subsid. of Bell & Howell Co., Phillipsburg, N.J.
- 2
★CHESHIRE, Inc., 1644 N. Honore St., Chicago 22
- 2
DICK Mailer Co., 137 W. Tupper St., Buffalo 1, N.Y.
- 2
ELLIOT Addressing Machine Co., 143 Albany St., Cambridge 39, Mass.
- 1 6
★MAGNACRAFT Mfg. Co., 7739 S. Kedzie Ave., Chicago 2
- 2
PAYVER Printing Machine Works, 600 S. Broadway, St. Louis 2, Mo.
- 2
PITNEY Bowes, Inc., 757 Pacific St., Stamford, Conn.
- 2 3 4
POLLARD-Alling Mfg. Co., 220 W. 19th St., New York, N.Y.
- 1 5 6
SCRIPTOMATIC, Inc., subsid. of Fisher Machine Co., 310 N. 11th St., Philadelphia 7
- 1
WESEL Mfg. Co., Scranton, Pa.
- 2
★WING'S Sons, Chauvency, Greenfield, Mass.

ADHESIVES

- 1 Bookbinders' Glue
 - 2 Cut Mounting Cement
 - 3 Envelope Glues
 - 4 Liquid Solders
 - 5 Mailing Room Paste
 - 6 Makersready Paste
 - 7 Mounting, Cardboard
 - 8 Padding Cement
 - 9 Rubber Cement
 - 10 Splicing Paste
 - 11 Tape Cement
 - 12 Plastic Adhesives
- 1 2 3 4 5 6 7 8 9 10 11
12
ADHESIVE Products Corp., 1660 Boone Ave., Bronx 60, N.Y.
- 1 2 5 7 8 9
12
★AMERICAN Roller Co., 1342 N. Halsted St., Chicago 22, Ill.
- 1 2 3 5 6 7 8 10
12
★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38



- ARABOL Mfg. Co., 110 E. 42nd St., New York 17, N.Y.
- 1 2 3 5 6 7 8 10
12
★ARCHEM, Div. of American Roller Co., 1342 N. Halsted St., Chicago 22
- 1 2 5 6 7 8 10
12

ARCHEM

DIVISION OF
AMERICAN ROLLER
COMPANY
Chicago 22, Ill.

adhesives •
chemicals

How to Use This Directory

Items in this directory have, we believe, been listed in as comprehensive a manner as possible. Items have been cross-referenced. Certain related items have been grouped and sub-indexed by key numbers to facilitate finding, as, for example, "Adhesives." Under each firm name are key numbers showing the particular types of adhesives manufactured. These key numbers are spaced so they are aligned directly beneath the line of numbers immediately below the sub-classifications. Find the key number of the adhesive desired in the top line, trace vertically down the column with a straight-edge, and all the firms having that key number listed will easily be found.

- 1 2 3 4 5 6 7 8 9 10 11
12
ARMOUR & Co., 1355 W. 31st St., Chicago 9, Ill.
- 1 8
ARTISTS Supply Co., 7610 Decker Ave., Cleveland 3
- 9
BINGHAM Brothers, Inc., 406 Pearl St., New York
- 1 5 6 8 10
BOOTH, E. A., Rubber Co., 2855 Scarborough Rd., Cleveland 18, Ohio
- 2 9
BRADLEY, Milton Co., 74 Park St., Springfield, Mass.
- 5
BROWN, Lindsey, Paint Co., 2601-75 W. Grand Ave., Chicago 12, Ill.
- 7
BURRAGE Glue Co., 15 Vandewater St., New York 38
- 1 8
CALIFORNIA Ink Co., Inc., 545 Sansome St., San Francisco 11, Cal.
- 8 9
★CARB-N-SET Business Forms, 3318 W. 2nd St., Dayton 17, Ohio

CARB-N-SET PENETRATING GLUES

(Trade Mark Reg. U. S. Pat. Off.)

"Perfstub" for stub sets. Peel the sets. "Nu-Edge" for no stub sets. Fan the sets. "Holdyt" for NCR paper. "Celomash" for collating machines. "Padfax" for other forms. "Carb-N-EDJE" for carbon paper that has NO CLEAN EDGE.

CARB-N-SET BUSINESS FORMS

Engineering Service & Materials

816 Ferguson Ave. Since 1936 Dayton 7, Ohio

- ★CHESHIRE, Inc., 1644 N. Honore St., Chicago 22
- 5
CLARK Stek-O Corp., 1631 Dewey Ave., Rochester 15, N.Y.
- 1 5 6 7 10
COMMERCIAL Paste Co., 504-520 Buttrick Ave., Columbus 8, Ohio
- 1 2 3 5 6 8 9 10
12
CRAFTINT Mfg. Co., 1615 Collamer St., Cleveland 13, Ohio
- 9
DE VERE Co., 2000 Clark St., Racine, Wis.
- 8
★DU PONT, E. I., de Nemours and Co., Fabricoid Div., Wilmington 98, Del.
- 9
★ECONO Products Inc., 132 Humboldt St., Rochester 10, N.Y.
- 9
FASSON Products Div., 250 Chester St., Painesville, Ohio
- 1
FINDLEY, F. G., Co., 3033 W. Pemberton Ave., Milwaukee 45, Wis.
- 1 3 5 6 7 10
★FLINT Ink Corp., 2546 Clark Ave., Detroit 9, Mich.
- 8 10
FULLER, H. B., Co., 255 Eagle St., St. Paul 2, Minn.
- 1 3 5 6 7 8 9 10
12
GANE Brothers & Lane, Inc., 1355 W. Lake St., Chicago 7
- 1 8
GODFREY Roller Co., 215 N. Camac St., Philadelphia 7, Pa.
- 1 6 7
GREEN'S Paste Works, 200 Liverpool Rd., Liverpool, N.Y.
- 1 5 6 8
★HABERULE Company, The, P.O. Box 245, Wilton, Conn.
- 5 6 7 10
HOYT, Arthur S., Co., Inc., 20 Jerusalem Ave., Hicksville, N.Y.
- 5 6 7 10
JUDSON Type, Inc., 151 W. 23rd St., New York 11, N.Y.
- 12
LAYTON Elastic Glue Co., 1770 Canalport, Chicago 16, Ill.
- 1 8
LE PAGE'S, Inc., Essex Ave., Gloucester, Mass.
- 1 3 8 9
LOX Mfg. Co., 310 E. 31st St., Kansas City 3, Mo.
- 2 4 11
12
LUTHER, J. P., Co., 173-81 So. Pearl St., Berlin, Wis.
- 8
12
MANHATTAN Paste & Glue Co., 425 Greenpoint Ave., Brooklyn 22, N.Y.
- 1 3 5 6 7 10 11

- 1 2 3 4 5 6 7 8 9 10 11
12
McKINLEY Litho Supply Co., 1623-39 John St., Cincinnati
- 8
McLAUGHLIN, Wm. J., & Co., 256-70 S. 23rd St., Philadelphia 3
- 1 8
MELIND, Louis, Co., 3524 N. Clark St., Chicago 13
- 9
MERRITT Products Co., 1747 Chester Ave., Cleveland 14
- 8
MILWAUKEE Printers Roller Co., 422 E. Fourth St., Milwaukee 4, Wis.
- 8
MINNESOTA Mining & Mfg. Co., 900 Bush Ave., St. Paul 6
- 9
MONET Company, The, 43 South Ave., Fanwood, N. J.
- 4
MONSANTO Chemical Co., Merrimac Div., Everett 49, Mass.
- 4
NATIONAL Adhesives, Div., of National Starch Products, Inc., 270 Madison Ave., New York 16, N.Y.
- 1 2 3 5 6 7 8 9 10
12
NATIONAL Roller Co., 307 Pearl St., New York 38
- 6
★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10, Ill.
- 2 3 5 6 7 8 9 10 11
12
PAISLEY Products, Inc., 1770 Canalport Ave., Chicago
- 12
PECK, James I., 47 High St., West Orange, N. J.
- 6 8
12
ROGERS Isinglass & Glue Co., 210 Eastern Ave., Gloucester, Mass.
- 7
ROSCOE Laboratories, 29 Moore St., Brooklyn 6
- 12
SERVWELL Products Co., 6541 Euclid Ave., Cleveland 3, Ohio
- 8
★SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New York 13, N.Y.
- 2 6 8 9
★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N.Y.
- 6 8 9
S S Artist Materials Co., 712 N. State St., Chicago 10, Ill.
- 8 9 11
STAFFORD, S. S., Inc., 609 Washington St., New York 14, N.Y.
- 7
TAYLOR Glue Co., Concord, N. H.
- 8
TOPFLIGHT Tape Company, 160 E. 9th Ave., York, Pa.
- 4
TWIN CITY Printers Roller Co., 505 S. 3rd St., Minneapolis 15, Minn.
- 8
UNION Rubber & Asbestos Co., P. O. Box 1040, Trenton 6, N. J.
- 9
UNITED Shoe Machinery Corp., 140 Federal St., Boston 2
- 9 18
12
UNITED States Rubber Co., 1230 Avenue of the Americas, New York 20
- 9
WILLIAMS, Brown & Earle, 904 Chestnut St., Philadelphia 7, Pa.
- 9
WILLIAMSON & Co., P.O. Box 71, Caldwell, N. J.
- 9
WILLIAMSON Adhesives, Inc., 8220 Kimball Ave., Skokie, Ill.
- 1 3 5 7 9
12
★WILSONITE Corp., 1827 Niagara St., Buffalo, N.Y.
- 9
WINN & Goodman, 440 Sansome St., San Francisco 11, Calif.
- 8

ADHESIVE TAPE, CUT-MOUNTING

- BRIDGEPORT Engravers Supply Co., 451 Atlantic Ave., Boston, Mass.
- 8
CORKPAK Co., Inc., The, 70 Argyle Ave., New Rochelle, N.Y.
- 8, Illinois
★IDEAL Roller & Mfg. Company, 2512 W. 24th Street, Chicago 8, Illinois
- 8
INDUSTRIAL Tape Corp., New Brunswick, N. J.
- ★IRWIN Mfg. Co., Garland, Pa.
- 1
JUDSON Type, Inc., 151 W. 23rd St., New York 11
- 6, Minn.
MINNESOTA Mining & Mfg. Co., 900 Bush Ave., St. Paul
- 39
MYSTIK Adhesive Products, Inc., 2635 N. Kildare, Chicago
- 39
PECK, James I., 47 High St., West Orange, N. J.
- 31
PITTSBURGH White Metal Co., Inc., 284 Hamilton Ave., Brooklyn
- ★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N.Y.

ADHESIVE TAPE, MASKING

(for friskets, etc.)

- FASSON Products, 250 Chester St., Painesville, Ohio
- 8
GUMMED Tape & Devices Co., 1069 Rogers Ave., Brooklyn, N.Y.
- 8, N. J.
INDUSTRIAL Tape Corp., New Brunswick, N. J.
- 6, Minn.
MINNESOTA Mining & Mfg. Co., 900 Bush Ave., St. Paul

WHEN WRITING SUPPLY FIRMS KINDLY MENTION

MYSTIK Adhesive Products, Inc., 2635 N. Kildare, Chicago 39
 ★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10, Ill.
 SERVWELL Products Co., 6541 Euclid Ave., Cleveland 3, Ohio
 ★SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New York 13, N.Y.
 ★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N.Y.
 STANDARD Duplicating Machine Corp., 1935 Parkway, Everett, Mass.

ADHESIVE TAPE, PRESSURE-SENSITIVE

BAUER & Black, Div. of the Kendall Co., 2500 S Dearborn St., Chicago 16, Ill.
 BRIDGEPORT Engravers Supply Co., 451 Atlantic Ave., Boston, Mass.
 CORPKAP Co., Inc., The, 70 Argyle Ave., New Rochelle, N.Y.
 DENNISON Mfg. Co., 300 Howard St., Framingham, Mass.
 EVER READY Label Corp., Cortlandt St., Belleville 9, N.J.
 FASSON Products, 250 Chester St., Painesville, Ohio
 GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 E. 21st St., New York 10
 GUMMED Tape & Devices Co., 1069-71 Rogers Ave., Brooklyn 26, N.Y.
 INDUSTRIAL Tape Corp., New Brunswick, N.J.
 ★IRWIN Mfg. Co. Inc., Garland, Pa.

★KLEEN-Stik Products, Inc., 7300 W. Wilson Ave., Chicago, Ill.
 McADAMS, John & Sons, 20 Knight St., Norwalk, Conn.
 MINNESOTA Mining & Mfg. Co., 900 Bush Ave., St. Paul 6, Minn.
 MYSTIK Adhesive Products, Inc., 2635 N. Kildare, Chicago 39
 PHILLIPS & Jacobs 622 Race St., Philadelphia, Pa.
 SEAL-O-Matic Dispenser Corp., 169 Murray St., Newark 5, N.J.
 UNITED States Rubber Co., 1230 Ave. of the Americas, New York 20
 WILLIAMSON & Co., Inc., P.O. Box 71, Caldwell, N.J.
 WILLIAMSON Adhesives, Inc., 8220 Kimball Ave., Skokie, Ill.

ADVERTISING NOVELTIES

1 Badges and Buttons
 2 Balloons
 3 Banners
 1 2 3
 FAIR Publishing House, Schaess Ave., Norwalk, Ohio
 1 3
 PILGRIM Badge & Specialty Co., 278 Babcock St., Boston 1
 VAN Dam Products, Inc., 1299 Jerome Ave., New York 52 2

AGITATORS, INK

★AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth, N.J.
 ★GEORGEHEIMER, William, 80 Reabing St., Brooklyn
 ★HARRIS-Seybold, Div. of Harris-Intertype Corp., 4510 East 71st St., Cleveland, Ohio
 LOX Mfg. Co., 3310 E. 31st St., Kansas City 28, Mo.
 ★ORTLEB Machinery Co., 3818 Laclede Ave., St. Louis 8, Mo.
 READ Standard Corp., York, Pa.
 ROSS, Charles & Son Co., 148-156 Classon Ave., Brooklyn, N.Y.

AIRBRUSHES

DeVILBISS Company, 300 Phillips Ave., Toledo 1, Ohio
 OLSEN-Mark Corp., 124 White St., New York 13, N.Y.
 PAASCHE Airbrush Co., Div., Cline Electric Mfg. Co., 1905 Diversy Parkway, Chicago 14, Ill.

AIR, COMPRESSED, CLEANING AND DRYING UNIT

DeVILBISS Co., 300 Phillips Ave., Toledo 1, Ohio
 LOGAN Engineering Co., 4901 Lawrence Ave., Chicago 30, Ill.
 OAKITE Products, Inc., 32 Rector St., New York 6, N.Y.

AIR COMPRESSORS AND PUMPS

ALLIS-Chalmers Mfg. Co., 1127 S. 70th St., Milwaukee, Wis.
 ★AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth, N.J.
 BEALL, Jack, Vertical Service, 641 S. Dearborn St., Chicago 5
 BECKFIELD Rotary Vacuum Blower Co., 72 First Ave., Pittsburgh 22, Pa.
 BINKS Mfg. Co., 3124 W. Carroll Ave., Chicago 12
 DeVILBISS Company, 300 Phillips Ave., Toledo 1
 FAIRBANKS Morse & Co., 600 S. Michigan Ave., Chicago 5, Ill.
 ★GAST Mfg. Corp., Box 117-0, Benton Harbor, Mich.
 KELLOGG Div., American Brake Shoe Co., 97 Humboldt St., Rochester 9, N.Y.
 ★LANSTON Mimetype Co., Div. of Lanston Industries, Inc., 24th & Locust Sts., Philadelphia 1
 LEIMAN Brothers, 156 Christie St., Newark 5, N.J.
 MILLER-Trajan Co., 1083 W. Main St., Troy, Ohio
 NEW JERSEY Machine Corp., 1000 Willow Ave., Hoboken, N.J.
 OAKITE Products Inc., 19 Rector Street, New York, 6, N.Y.
 PAASCHE Airbrush Co., Div., Cline Electric Mfg. Co., 1905 Diversy Parkway, Chicago 14, Ill.

RUESCH Co., 649 N. 4th St., Milwaukee 3
 SEAL-O-Matic Dispenser Corp., 169 Murray St., Newark 5, N.J.
 SPRAYOMATIC Products Co., 750 Main St., Milford, Ohio
 WESTINGHOUSE Electric Corp., P. O. Box 868, Pittsburgh, Pa.
 WILBAR Sales & Engineering Co., 549 W. Washington St., Chicago 6, Ill.

AIR AND PAPER CONDITIONERS

1 Air Conditioning Equipment
 2 De-Humidifiers
 3 Humidifiers
 4 Paper Conditioners
 1 2 3 4
 ABBEON Supply Co., 179-15 Jamaica Ave., Jamaica 32, N.Y.
 1 2 3 4
 AIRTEMP Division, Chrysler Corp., 1600 Webster St., Dayton, Ohio
 1
 AMERICAN Blower Div., American-Standard, 8111 Tireman Ave., Detroit 32
 1 2 3
 ANETSBERGER Bros., Anets Dr., Northbrook, Illinois
 1 3 4
 AQUA-SORB Company, 21 S. 16th St., East Orange, N.J.
 2
 ARMSTRONG Machine Works, 901 Maple St., Three Rivers, Mich.
 ★BAHNSON Company, 1001 S. Marshall St., Winston-Salem 2, N.C.
 1 3
 BRISTOL Co., Waterbury, Conn.
 1
 BUFFALO Forge Co., 490 Broadway, Buffalo, N.Y.
 1 3 4
 CARRIER CORP., Carrier Pkwy., Syracuse 1, N.Y.
 2 3
 FLINT, G. C., Eng. Service, 842 Gunderson Ave., Oak Park, Ill.
 4
 GENERAL Electric Co., 1 River Road, Schenectady 5
 1
 MAID-O-Mist, Inc., 3217 N. Pulaski Road, Chicago 41, Ill.
 3
 MERIX Chemical Co., 1021 E. 53th St., Chicago 15
 2
 MURRAY, D. J., Mfg. Co., 1002-1024 Third St., Waukegan, Wis.
 3
 PAASCHE Airbrush Co., Div., Cline Electric Mfg. Co., 1905 Diversy Parkway, Chicago 14, Ill.
 1 3
 PARKS-CRAMER Company, P. O. Box 444, Fitchburg, Mass.
 1 3
 SKILBECK Mfg. Co., 1612 60th St., Kenosha, Wis.
 3
 SOUTHWORTH Machine Co., 30 Warren Ave., Portland 5, Me.
 3 4
 STANDARD Engineering Works, 289 Roosevelt Ave., Pawtucket, R. I.
 3
 TRANE Company, 2d and Cameron Ave., La Crosse, Wis.
 1 2 3 4
 WALTON Laboratories, Inc., 1186 Grove St., Irvington, N.J.
 2 3
 WESTINGHOUSE Electric Corp., P. O. Box 868, Pittsburgh, Pa.
 1 2 3
 WILSEA Works, 371 Saint Paul St., Rochester 5, N.Y.

GENERAL Electric Co., 1 River Road, Schenectady 5
 1
 MAID-O-Mist, Inc., 3217 N. Pulaski Road, Chicago 41, Ill.
 3
 MERIX Chemical Co., 1021 E. 53th St., Chicago 15
 2
 MURRAY, D. J., Mfg. Co., 1002-1024 Third St., Waukegan, Wis.
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 PAASCHE Airbrush Co., Div., Cline Electric Mfg. Co., 1905 Diversy Parkway, Chicago 14, Ill.
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 PARKS-CRAMER Company, P. O. Box 444, Fitchburg, Mass.
 1 3
 SKILBECK Mfg. Co., 1612 60th St., Kenosha, Wis.
 3
 SOUTHWORTH Machine Co., 30 Warren Ave., Portland 5, Me.
 3 4
 STANDARD Engineering Works, 289 Roosevelt Ave., Pawtucket, R. I.
 3
 TRANE Company, 2d and Cameron Ave., La Crosse, Wis.
 1 2 3 4
 WALTON Laboratories, Inc., 1186 Grove St., Irvington, N.J.
 2 3
 WESTINGHOUSE Electric Corp., P. O. Box 868, Pittsburgh, Pa.
 1 2 3
 WILSEA Works, 371 Saint Paul St., Rochester 5, N.Y.

AIR FREIGHT AND EXPRESS SERVICES

AMERICAN Airlines, 100 Park Avenue, New York 17, N.Y.
 NORTHWEST Air Lines, 1885 University Ave., St. Paul, Minn.
 RAILWAY Express Agency, 219 E. 42nd St., New York, N.Y.
 UNITED Air Lines, Inc., 36 S. Wabash, Chicago 3, Ill.

AIR SEPARATORS

BALEMASTER Div. of E. Chicago Machine Tool Corp., 4801 Railroad Ave., E. Chicago, Ind.
 DeVILBISS Co., 300 Phillips Ave., Toledo 1, Ohio
 LOGAN Eng. Co., 4901 W. Lawrence Ave., Chicago, Ill.
 PAASCHE Airbrush Co., Div., Cline Electric Mfg. Co., 1905 Diversy Parkway, Chicago, Ill.

ALBUMIN

GENERAL Printing Ink Co., 750 Third Ave., New York 17
 ★LITHO Chemical & Supply Co., 46 Harriet Pl., Lynbrook, N.Y.
 MALLINCKRODT Chemical Works, 2nd & Mallinckrodt Sts., St. Louis 7, Mo.
 MOUNT Vernon Presses, Mt. Vernon, N.Y.
 PHILLIPS & Jacobs, 622 Race St., Philadelphia 6, Pa.
 ROBERTS & Porter, Inc., 355 W. Adams, Chicago, Ill.
 SENEFFELDER Co., 32 Greene St., New York 13, N.Y.

ALBUMIN PLATE BAKING INFRA

RED UNIT
 POSTORIA Pressed Steel Corp., Fosteria, Ohio

ALBUMIN SCALES, OFFSET-LITHO

GENERAL Printing Ink Co., 750 Third Ave., New York 17
 ★LITHO Chemical & Supply Co., 46 Harriet Pl., Lynbrook, N.Y.
 MALLINCKRODT Chemical Works, 2nd & Mallinckrodt Sts., St. Louis 7, Mo.
 McKINLEY Litho Supply Co., 1623 John St., Cincinnati, Ohio
 PHILLIPS & Jacobs, 618 Race St., Philadelphia 6, Pa.
 PITMAN, Harold M., Co., 51st Ave. & 33d St., Chicago 50, Ill.
 ★SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New York 13, N.Y.
 ★SINCLAIR-Valentine Co., 611 W. 129th St., New York 27, N.Y.

ALPHABETS, DISPLAY

ADVERTISING Aids Co., 57 S. Fourth St., Minneapolis 1
 ★AMSTERDAM Continental Types & Graphic Equip., Inc., 268 4th Ave., New York 10, N.Y.
 CRAFTINT Mfg. Co., 1615 Collamer Ave., Cleveland 10, Ohio
 FOTOTYPE, Inc., 1414 W. Roscoe St., Chicago 13

ANILIN PRINTING CONTINUOUS DESIGN ROLLERS (see Continuous Design Rollers)

ANODES, COPPER

AMERICAN Brass Co., Waterbury 20, Conn.
 BELMONT Smelting & Ref. Co., 330 Belmont Ave., Brooklyn 7, N.Y.
 EMPIRE Metal Company, 820 E. Water St., Syracuse 3, N.Y.
 FEDERATED Metals Div., American Smelting & Refining Co., 120 Broadway, New York 15, N.Y.
 HANSON-Van Winkle-Munning, Matawan, N.J.
 REVERE Copper & Brass Inc., 230 Park Ave., New York 17, N.Y.

ANTI-OFFSET EQUIPMENT and SUPPLIES

1 Sprayers
 2 Spray (Dry or Liquid)
 3 Spray, Excess, Exhaust
 1 2 3
 ★AMERICAN Type Founders Sales Corp., 200 Elmora Ave., Elizabeth 8, N.J.
 1 2

Branches
 in all
 principal
 cities.



★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38
 2
 BINKS Mfg. Co., 3124 W. Carroll Ave., Chicago 12
 1 2
 CALIFORNIA Ink Co. Inc., 545 Sansome St., San Francisco, Calif.
 2
 CRAIG Corporation, 143 W. 20th St., New York 11
 1 2
 DE VERE Company, 2000 Clark St., Racine, Wis.
 2
 FLINT Ink Corp., 2546 Clark Ave., Detroit 9, Mich.
 2
 FOUNDRY Chemical Co., 36-08 Review Ave., Long Island City 1, N.Y.
 2
 FULLER, H. B., Co., 255 Eagle St., St. Paul 2
 2
 H & H Products, 1930 S. State St., Chicago 16, Ill.
 1 2
 ★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
 2
 HILL-Hentschel Company, 3928 Clayton Ave., St. Louis 11, Mo.
 2
 JUDSON Type, Inc., 151 W. 23rd St., New York 11
 MANHATTAN Paste & Glue Co., 425 Greenpoint Ave., Brooklyn 22, N.Y.
 2
 NATIONAL Adhesives, Div. of National Starch Products, Inc., 270 Madison Ave., New York 16, N.Y.
 1 2 3
 NO OFF SET Co., 4012 Elfin, Louisville 7, Ky.
 2
 ORTMAIN-McCain Co., 1330 W. Washington, Chicago
 2
 OXY-DRY Sprayer Corp., 1134 W. Montrose Ave., Chicago 13, Ill.
 1 2
 PAASCHE Airbrush Co., Div., Cline Electric Mfg. Co., 1905 Diversy Parkway, Chicago 14, Ill.
 2 3
 PAISLEY Products, Inc., 1770 Canalport Ave., Chicago 16, Ill.
 2
 PNEUMA-FLO Systems, Inc., 141 W. 20th St., New York 11
 1 2

- 1 2 3
SLEIGHT Metallic Ink Co., 900 S. Clinton St., Chicago, Illinois
- 2
SPRAYOMATIC Products Co., 750 Main St., Milford, Ohio
- 1
STATIC Eliminator Co., 239 Centre St., New York 13
- 2
VARN Products Co., Inc., 26-15 123rd St., Flushing 54, N.Y.
- 2
WESTINGHOUSE Electric Corp., P. O. Box 868, Pittsburgh, Pa.
- 3
WILBAR Sales & Engineering Co., 549 W. Washington St., Chicago 6, Ill.
- 1 2

ANTI-WORKUP DEVICES

★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38



CHEMICAL Color & Supply Co., Div. Sun Chemical Corp., 2820 W. Grand Blvd., Chicago 5, Ill.
 L & W SERVICE Co., 1 Waterman Ave., East Providence 14, R.I.

APRONS

AMES Bag Company, 7009 Euclid Ave., Cleveland, Ohio
 HOOSIER Tarpaulin & Canvas Goods Co., Inc., 1302 W. Washington St., Indianapolis 6, Ind.
 JOMAC, Inc., 6128 N. Woodstock St., Philadelphia 38
 JUDSON Type, Inc., 151 W. 23rd St., New York 11
 SCOTT, Asa D., Industries, 5447 N. Wayne Ave., Chicago 40, Ill.
 U.S. Rubber Co., 1230 Avenue of the Americas, New York 20
 WILLIAMS, Brown & Earle, Inc., 904 Chestnut St., Philadelphia 7, Pa.

ARC LAMPS

★AMERICAN Type Founders, Inc., 200 Elmore Ave., Elizabeth, N.J.

Branches
in all
principal
cities.



ATLAS Electric Devices Co., 361 W. Superior St., Chicago 10, Ill.
 BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave., Boston, Mass.
 ★DAVIDSON Corp., Subsid. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
 DOUTHITT Corp., The, 680 E. Fort St., Detroit 26
 GELB, Joseph Co., 52 Arlington St., Newark 2, N.J.
 ★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 East 71st St., Cleveland
 MACBETH Arc Lamp Co., 141 Berkley St., Philadelphia 30, Pa.
 McKINLEY Litho Supply Co., 1623 John St., Cincinnati 14, Ohio
 MILLER-Trojan Co., 1083 W. Main St., Troy, Ohio
 ★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10, Ill.
 NUARC Co., Inc., 824 S. Western Ave., Chicago 12, Ill.
 PEASE, The C. F. Co., 2601 W. Irving Park Rd., Chicago 18, Ill.
 PHILLIPS & Jacobs, 622 Race St., Philadelphia 6, Pa.
 PICTORIAL Machinery, Ltd., Crawley, Sussex, England
 POLYGRAPHIC Co. of America, The, 310 E. 45th St., New York 17, N.Y.
 ★ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31, Ill.
 RYAN, E. G., Company, 153 W. Huron St., Chicago 5, Ill.
 STRONG Electric Corp., 87 City Park Ave., Toledo 1
 SULLEBARGER, E. T., Co., 114 Liberty St., New York

ARTISTS MATERIALS

- 1 Acetate Sheeting
- 2 Colors
- 3 Crayons
- 4 Drawing Boards
- 5 Drawing Instruments
- 6 Frisket Paper
- 1 2 3 4 5 6
- ARTISTS Supply Co., 7610 Decker Ave., Cleveland 3, Ohio
- 6
- BAKELITE Corp., 300 Madison Ave., New York 17, N.Y.
- 1
- BIENFANG Paper Co., Meluchen, N. J.
- BOURGES Color Corp., 80 5th Ave., New York 11, N.Y.
- 1

- 1 2 3 4 5 6
- BRADLEY, Milton, Co., 74 Park St., Springfield, Mass.
- 3
- BRANDT Corp., P.O. Box 465, New Orleans
- 5
- CELANESE Plastics Corp., 180 Madison Ave., New York 16, N.Y.
- 1
- CRAFTINT Mfg. Co., The, 1615 Collamer Ave., Cleveland 10, Ohio
- 1 2 3 4 5 6
- EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.
- 1
- FASSON Products Div., 250 Chester St., Painesville, Ohio
- 6
- GOODKIN, M. P., Co., subd.: Goodkin Mfg. Corp., 24 Beech St., Newark 2, N.J.
- 5
- HERCULES Powder Co., Inc., 931 Market St., Wilmington, Del.
- 1
- ★IRWIN Mfg. Co. Inc., Gariland, Pa.
- LITHO-Art Products, Inc., 3401 N. Janssen Ave., Chicago 13
- MONSANTO Chemical Co., Plastics Div., 600 Monsanto Ave., Springfield 2, Mass.
- 1
- ★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10, Ill.
- PAASCHE Airbrush Co., Div., Cline Electric Mfg. Co., 1905 Diversey Pkwy., Chicago 14, Ill.
- 2 4 5
- RADIANT Color Co., 830 Isabella St., Oakland 7, Calif.
- 2
- ROSCO Laboratories, 29 Moore St., Brooklyn
- 1
- SHANNON Luminous Materials Co., 7356 Santa Monica Blvd., Hollywood 46, Calif.
- 3
- ★SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New York 13, N.Y.
- 3
- S S Artist Materials Co., 712 N. State St., Chicago 10, Ill.
- 6
- THOMPSON Cabinet Co., Box 286, Ludington, Mich.
- WILLIAMS, Brown & Earle, 904 Chestnut St., Philadelphia, Pa.
- 3 4 5

ASSEMBLING EQUIPMENT
(see Collating and Gathering Equipment)

AUCTIONEERS AND APPRAISERS

SCHWARTZ Bros., 277 Broadway, New York 7
 WHITE, Sid, 132 Nassau St., New York 38



BACKERS, ROLLER

BINGHAM'S, Sam'l, Son Mfg. Co., 636 Sherman St., Chicago 3, Ill.
 CRAWLEY Book Machinery Co., 328 Keturah St., Newport, Ky.
 HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa.
 ★SHERIDAN, T. W. & C. B., Co., 220 Church St., New York 13, N.Y.
 SMYTH Mfg. Co., The, 9 Sigourney St., Hartford 6, Conn.

BACKING PANS AND STANDS,
ELECTROTYPES

★HOE, R., & Co., 910 E. 138th St., New York 54, N.Y.
 WESEL Mfg. Co., 1141 N. Washington Ave., Scranton, Pa.

BADGES (See Advertising Novelties and Gift Items)

BAG AND CARTON INKS
(see Inks—Special)

BAG-MAKING MACHINES and SUPPLIES

AMES Bag Company, 7009 Euclid Ave., Cleveland, Ohio
 AMSCO Packaging Machinery Co., 3131 48th Ave., Long Island City 1, N.Y.
 HEINRICH, H. H., Inc., 111 Eighth Ave., New York 11, New York

HOOSIER Tarpaulin & Canvas Goods Co., Inc., 1302 W. Washington St., Indianapolis 6, Ind.
 HUDSON-Sharp Machine Co., Subsid. of Food Machy. & Chem. Corp., Green Bay, Wis.
 NAGEL-RYAN Mfg. Co., 4363 Woodward Ave., Royal Oak, Mich.
 POTDEVIN Machine Co., 226 North Street, Teterboro, N.J.
 SMITH & Winchester Mfg. Co., South Windham, Conn.
 WEBER, H. G., Co., Inc., 725 Fremont St., Kiel, Wis.

BALERS, WASTE PAPER

AMERICAN Baler Co., 52 Ohio St., Bellevue, Ohio
 BALEMASTER, Div. of East Chicago Machine Tool Corp., 4801 Railroad Ave., East Chicago, Ind.
 BUSINESS Men's Paper Press Co., Wayland, Mich.
 ECONOMY Baler Co., Ann Arbor, Mich.
 FIREWEL Co., Inc., 3685 Broadway, Buffalo 25
 LOGEMANN Bros. Co., 3186 W. Burleigh St., Milwaukee 10, Wis.

BANDING AND BUNDLING PRESSES

ACME Steel Co., 135th & Perry Ave., Chicago 27
 ANDERSON, C. F., & Co., 3225 S. Calumet Ave., Chicago 16, Ill.
 BERRY Machine Company, 716 N. First St., St. Louis
 BUNN, B. H. Co., 7605 S. Vincennes, Chicago 20, Ill.
 DIDDE-Glaser, Inc., So. Highway & W. 12th Ave., Emporia, Kan.
 ★HAMILTON Tool Co., 900 Hanover St., Hamilton, Ohio
 HUDSON-Sharp Machine Co., Subsid. of Food Machy. & Chem. Corp., Green Bay, Wis.
 PAPER Converting Machinery Co., 2300 S. Ashland, Green Bay, Wis.

BEARERS, ELECTROTYPE

★AMERICAN Steel Chase Co., 3131 48th Ave., Long Island City 1, N.Y.
 TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn

BEARINGS, BALL, ROLLER, SLEEVE TYPE

BEARINGS Industry Co., The, 311 W. 56th St., New York 19, N.Y.
 BOUND Brook Oil-less Bearing Co., Lincoln Blvd., Bound Brook, N.J.
 HYATT Bearings Div. of General Motors Corp., 427 Middlesex St., Harrison, N.J.
 JOHNSON Bronze Co., 475 S. Mill St., Newcastle, Pa.
 LINK-BELT Co., Prudential Plaza, Chicago
 MINIATURE Precision Bearings, Inc., Kingsbury St., Keene, N.H.
 MONOMELT Co., Inc., 1611 Polk St., N.E., Minneapolis 13, Minn.
 SANDY HILL Iron & Brass Works, 27 Allen St., Hudson Falls, N.Y.
 SKF INDUSTRIES, Inc., Front St. and Erie Ave., Philadelphia 32, Pa.
 TIMKEN Roller Bearing Co., The, 1835 Dueber Ave., S.W., Canton 6, Ohio
 TORRINGTON Co., The, Bantam Bearings Div., 3702 W. Sample St., South Bend 21, Ind.

BELLOWS, CAMERA

BURKE & James, 321 S. Wabash Ave., Chicago 4
 CHEMCO Photoproducts Co., Charles St., Glen Cove, N.Y.
 CONSOLIDATED In't. Equip. & Supply Co., 1030 W. Chicago Ave., Chicago 22
 DOUTHITT Corporation, 680 E. Fort St., Detroit
 MILLER-TROJAN Company, 1083 W. Main St., Troy, Ohio
 ★ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31, Ill.
 UNITED Camera Company, 1515 Belmont Ave., Chicago 13, Ill.
 WESEL Mfg. Co., 1141 N. Washington Ave., Scranton, Pa.
 WILLIAMS, Brown & Earle, 904 Chestnut St., Philadelphia, Pa.

BELT AND TAPE LACING

CLIPPER Belt Lacer Co., Inc., 974 Front Ave., N.W., Grand Rapids 2, Mich.
 FLEXIBLE Steel Lacing Co., 4607 Lexington St., Chicago 44, Ill.
 RANVILLE, F., Co., 241 Pearl St., N.W., Grand Rapids, Mich.
 TON-TEX Corporation, 247 Pearl St. N.W., Grand Rapids 2, Mich.

BELTS, BELTING AND TAPE

- 1 Belt Dressing
- 2 Cord Rubber (Slug Cast.)
- 3 Fabricated
- 4 Leather
- 5 Mechanical
- 6 Tape, Feeder, Folder and Delivery
- 7 Vee
- 1 2 3 4 5 6 7
- ARBEKA Webbing Company, 1135 Roosevelt Ave., Pawtucket, R. I.
- 3
- BEALL, Jack, Vertical Service, 641 S. Dearborn St., Chicago 5, Ill.
- 3 4 5 7
- BELTRACTION Co., 1813 W. Winona St., Chicago 40, Ill.
- 1
- BROWN, Arthur S., Mfg. Co., Tilton, N. H.
- 3
- CORPAK Company, The, 70 Argyle Ave., New Rochelle, N.Y.
- 4 5 6
- DAVEY Company, 164 Laidlaw Ave., Jersey City 8
- 1

1 2 3 4 5 6 7
DAYTON Rubber Co., 2342 W. Riverview Ave., Dayton 1, Ohio
GILMER, L. H., Co., Div. United States Rubber Co., Tacoma, Philadelphia 33, Pa.
GOODRICH, B. F., Industrial Products Co., 500 S. Main St., Akron 18
HOOSIER Tarpaulin & Canvas Goods Co., Inc., 1302 W. Washington St., Indianapolis 6, Ind.
HOPE Webbing Co., Pawtucket, R. I.
LINK-BELT Company, Prudential Plaza, Chicago, Ill.
MANHATTAN Rubber Mfg. Div. of Raybestos-Manhattan, Inc., Passaic, N. J.
PECK, James I., 47 High St., West Orange, N. J.
RANVILLE, F., Co., 241 Pearl St. N.W., Grand Rapids 2
RAYBESTOS-Manhattan, Inc., 61 Willett St., Passaic, N. J.
RHOADS, J. E. & Sons, 2100 W. 11th St., Philadelphia 6, Pa.
RUSSELL Mfg. Co., East Main St., Middletown, Conn.
STAR Parts, Inc., 2 South Main Street, South Hackensack, N. J.
TON-TEX Corp., 247 Pearl St. N.W., Grand Rapids
UNITED States Rubber Co., 1230 Avenue of the Americas, New York 20
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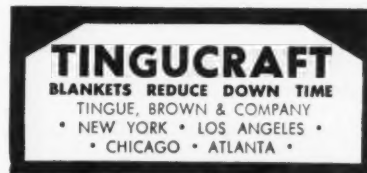
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- ★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 East 71st Street, Cleveland
- HUEBNER Graphic Arts Consultants, 102 N. Mamaroneck, Mamaroneck, N.Y.
- ★KENRO Graphics, Inc., 25 Commerce St., Chatham, New Jersey
- ★LACEY-Luci Products Co., 31 Central Ave., Newark 2, N.J.

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LACEY-LUCI PRODUCTS CO.
31 Central Avenue Newark 2, New Jersey

- ★LANSTON Monotype Co., Div. of Lanston Industries, Inc., 24th & Locust Sts., Philadelphia 1
- LEVY, Max, & Co., Wayne Ave., & Berkeley St., Philadelphia 44, Pa.
- MILLER-Trojan Co., 1083 W. Main St., Troy, Ohio
- PHILLIPS & Jacobs, 622 Race St., Philadelphia
- PICTORIAL Machinery Ltd., Crawley, Sussex, England
- ★PROCESS Camera & Equipment Co., 1153 W. Grand Ave., Chicago 22
- ★ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31, Ill.
- RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 10th St. and 44th Ave., Long Island City 1
- RYAN, E. G., Company, 153 W. Huron St., Chicago 5, Ill.
- SOUTH River Metal Products Co., Inc., 377-379 Turnpike, South River, N.J.
- SULLEBARGER, E. T., Co., 114 Liberty St., New York 6, N.Y.
- TEANECK Chemical Co., Carlstadt, N. J.
- UNITED Camera Co., 1515 Belmont, Chicago 13
- WESEL Mfg. Co., 1141 N. Washington Ave., Scranton, Pa.
- WILLIAMS, Brown & Earle, 904 Chestnut St., Philadelphia, Pa.
- ZARKIN Machine Co., 34-19 Tenth St., Long Island City, N.Y.

CAMERA FLASHING LAMPS

- ★AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth, N.J.
- ★AMSTERDAM Cont'l. Types & Graphic Eqp., 268 4th Ave., New York 10, N.Y.
- BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago 5
- CHEMCO Photoproducts Co., Charles Street, Glen Cove, New York
- CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22
- DOUTHITT Corp., 680 E. Fort St., Detroit 26
- FOSTORIA Pressed Steel Corp., Fostoria, Ohio
- PHILLIPS & Jacobs, 622 Race St., Philadelphia
- PITMAN, Harold M., Co., 515 Secaucus Rd., Secaucus, N.J.
- ★ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31, Ill.
- SULLEBARGER, E. T., Co., 114 Liberty St., New York 6, N.Y.
- WILLIAMS, Brown & Earle, 904 Chestnut St., Phila., 7, Pa.

CANS, SAFETY

- 1 Inflammable Liquids
- 2 Oily Waste or Wipers
- 1 2
- AMERICAN Wood Type, 35 W. 3rd St., New York 12
- 1
- ANCHOR Chemical Corp., 829 Bergen St., Brooklyn
- 1 2
- ANGLE Steel Stool Company, 309 W. Oak St., Plainwell, Mich.
- 2
- DIENER, Geo. W., Mfg. Co., 400 N. Monticello, Chicago, Ill.
- 1 2
- JUSTRITE Mfg. Co., 2061 Southport Ave., Chicago
- 1 2
- PROCTOSEAL Co., 1920 S. Western Ave., Chicago 8, Ill.
- 1 2
- ★SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New York 13, N.Y.
- 2
- WESEL Mfg. Co., 1141 N. Washington Ave., Scranton, Pa.
- 1

CAPS, PAPER CUPS, MACHINES

YOUNG Engineering Co., 2429 N. Sheffield, Chicago, Ill.

CARBON INTERLEAVING EQUIPMENT

- ★AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth B. N. J.
 ★CARB-N-SET Business Forms, 3318 W. 2nd St., Dayton 17, Ohio
 DIDDE-Glaser, Inc., So. Highway & W. 12th Ave., Emporia, Kan.
 ★HAMILTON Tool Co., 900 Hanover St., Hamilton, Ohio
 McADAMS, John & Sons, 20 Knight St., Norwalk, Conn.
 MENDES, J. Curry, Corp., 1 Curry Lane, Canton, Mass.
 PIERCE Specialized Equip. Co., 350 Peninsular Ave., San Mateo, Calif.
 ★SCHRIEBER Mach. Co., 4900 Webster St., Dayton, Ohio

CARBONIZING—(Spot) For the Trade Exclusively

- SPOT Carbon Products, 54 Lafayette St., New York 13, N.Y.
 ★TRANSKRIT Corp., 704 Broadway, New York 3

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 AMERICAN Carbon Paper Mfg. Co., Ennis, Texas
 AMERICAN Register Co., 565 W. Washington St., Chicago 6, Ill.
 ★FRYE Mfg. Co., 2531 Dean Ave., Des Moines, Iowa
 HANO, Co., Philip, Inc., 85 Sargeant St., Holyoke, Mass.
 MENDES, J. Curry, Corp., 1 Curry Lane, Canton, Mass.
 MITTAG & Voigt, Inc., 76 Park Ave., Park Ridge, N. J.
 ★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10, Ill.
 REMINGTON Rand, Div. of Sperry-Rand Corp., 315 Fourth Ave., New York 10, N.Y.
 STAFFORD, S. S., Inc., 609 Washington St., New York 14, N.Y.
 UNDERWOOD Corporation, 1 Park Ave., New York

CARBON-PROCESSING MACHINES

- ★AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth B. N. J.
 ASHTON Press Mfg. Co., Ltd., 60 Beech St., Ottawa, Can.
 ★FRYE Mfg. Co., 231 Dean Ave., Des Moines, Iowa
 HAIDA Engineering Co., 3411 Vernon Blvd., Long Island City 1, N.Y.
 ★HAMILTON Tool Co., 900 Hanover St., Hamilton, Ohio
 MENDES, J. Curry, Corp., 1 Curry Lane, Canton, Mass.
 SCHRIEBER Mach. Co., 4900 Webster St., Dayton, Ohio

CARBON TISSUE

- CHEMCO Photoproducts, Charles St., Glen Cove, N.Y.
 NAGEL-Ryan Mfg. Co., 4363 Woodward Ave., Royal Oak, Mich.
 ★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10, Ill.
 SCHWEITZER, P. J., Inc., P.O. Box 35, Elizabeth, N.J.
 UNDERWOOD Corporation, 1 Park Ave., New York 16, N.Y.

CARBON TISSUE LAYDOWN TRANSFER MACHINES

- APPLETON Machine Co., Appleton, Wis.
 CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22
 MOTTER'S, George F., Sons, 132 S. Pershing Ave., York, Pa.
 STANDARD Process Corp., 2704 W. Rescoe Street, Chicago, Ill.

CARBONS, ARC LAMP

- ★AMSTERDAM Continental, 268-276 Fourth Ave., New York 10
 ATLAS Electric Devices, 361 W. Superior St., Chicago 10, Ill.
 BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave., Boston, Mass.
 BROWN, W. A. Mfg. Co., 608 S. Dearborn St., Chicago 5
 ★DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5, N.Y.
 DOUTHITT Corporation, 680 E. Fort St., Detroit 26
 ★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 East 71st Street, Cleveland 5
 HUNT, Philip A., Co., Palisades Park, N. J.
 MACBETH Arc Lamp Co., 141 Berkley St., Philadelphia, Pa.
 MILLER-Trojan Co., 1083 W. Main St., Troy, Ohio
 NATIONAL Carbon Co., 30 E. 42nd St., New York 17, N.Y.
 ★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10, Ill.
 NU-ARC, Inc., 824 S. Western Ave., Chicago, Ill.
 PHILLIPS & Jacobs, 622 Race St., Philadelphia
 RYAN, E. G., Company, 727 S. Dearborn St., Chicago 5, Ill.
 ★SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New York 13, N.Y.
 ★SINCLAIR & Valentine Co., 611 W. 129th St., New York 27, N.Y.

CARD, INDEX, CUTTING MACHINES

- ★LAWSON, E. P., Co., Subsid. of Miehle-Goss-Dexter Corp., 426 W. 33rd St., New York 1, N.Y.
 SOUTHWORTH Machine Co., 30 Warren Ave., Portland, Maine
 YOUNG Engineering Co., 2429 N. Sheffield, Chicago 14, Ill.

CASE, BOOK, MACHINES

- 1 Case Back Forming
 - 2 Case Bending
 - 3 Case Feeding
 - 4 Case Making
 - 5 Case Back Smoothing
- 1 2 3 4 5
 ★AMSTERDAM Cont'l. Types & Graphic Equip., 268 4th Ave., New York 10, N.Y.
 4
 CRAWLEY Book Machinery Co., Newport, Ky.
 ★DEXTER Co., Div. of Miehle-Goss-Dexter Corp., 2011 W. Hastings St., Chicago 8
 4
 ★SHERIDAN, T. W. & C. B., Co., 220 Church St., New York 13, N.Y.
 3 4
 SMYTH Mfg. Co., The, 9 Sigourney St., Hartford 6, Conn.
 4
 STANDARD Paper Box Machine Co., 476 Broome St., New York, N.Y.
 4
 STOLP-Gore, Inc., 710 W. Jackson Blvd., Chicago, Ill.

CASING-IN MACHINES, BOOK

- CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22
 ★DEXTER Co., Div. of Miehle-Goss-Dexter Corp., 2011 W. Hastings St., Chicago 8
 SMYTH Mfg. Co., 9 Sigourney St., Hartford 6, Conn.

CASTERS, LEAD AND RULE (See Composing Machines and Supplies)**CASTERS, STEREOTYPE METAL INGOTS**

- BELMONT Smelting & Refining Works, 330 Belmont Ave., Brooklyn 7
 DIVISION Lead Co., 7742 W. 61st Place, Summit, Ill.
 ★HOE, R. & Co., 910 E. 138th St., New York 54
 MARKET Forge Co., 109 Garvey St., Everett 49, Mass.
 NOLAN Corp., 1333 E. Dominick St., Rome, N.Y.

CASTERS (Wheels) (see Trucks)**CASTING BOXES, STEREOTYPERS'**

- 1 Curved Plate
 - 2 Flat Plate
 - 3 Vacuum
- 1 2 3
 ★AMSTERDAM Cont'l. Types & Graphic Equip., 268 4th Ave., New York 10, N.Y.
 ★GOSS Co., Div. of Miehle-Goss-Dexter Corp., 5601 W. 31st St., Chicago 50
 1 2 3
 ★HAMMOND Machinery Builders, Inc., 1600 Douglas Ave., Kalamazoo 54, Mich.
 2
 HESS & Barker, 212 S. Darien St., Philadelphia 7
 1 2
 ★HOE, R. & Co., Inc., 910 E. 138th St., New York 54
 1 2 3
 MISSOURI-Central Type Foundry, 705 E. Murdock, Wichita, Kansas
 NOLAN Corp., 1333 E. Dominick St., Rome, N.Y.
 2
 OSTRANDER-Seymour Co., 1710 N. 25th Ave., Melrose Park, Ill.
 1 2 3
 PARSONS & Whittemore, Inc., 250 Park Ave., New York 17, N.Y.
 SCOTT, Walter, & Co., Inc., 525 South Ave., Plainfield, N. J.
 1
 SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Cal.
 2
 STA-HI Corp., 1235 W. Washington Blvd., Whittier, Calif.
 2 3
 STEREOTYPE Equipment Co., 2062 Elston Ave., Chicago 2
 WESEL Mfg. Co., 1141 N. Washington Ave., Scranton, Pa.
 1 2

CASTING MACHINES, STEREOTYPE

- ★GOSS Co., Div. of Miehle-Goss-Dexter Corp., 5601 W. 31st St., Chicago 50
 ★HAMMOND Machinery Builders, Inc., 1600 Douglas Ave., Kalamazoo 54, Mich.
 NOLAN Corp., 1333 E. Dominick St., Rome, N.Y.
 OSTRANDER-Seymour Co., 1710 N. 25th Ave., Melrose Park, Ill.
 PARSONS & Whittemore, Inc., 250 Park Ave., New York 17, N.Y.
 STA-HI Corp., 1235 W. Washington Blvd., Whittier, Calif.
 STEREOTYPE Equipment Co., 2062 Elston Ave., Chicago

CATALOGUE COVERING MACHINES

- ★SHERIDAN, T. W. & C. B., Co., 220 Church St., New York 13, N.Y.

CELLOPHANE INKS (see Inks—Special)**CELLULOID TABBING MACHINES**

- ★NYGREN-Dahly Co., 1422 W. Altgeld St., Chicago
 TABER Instrument Corp., 111 Goundry St., No. Tawanda, N.Y.

CELLULOSE SHEET PROTECTORS

- ELBE File & Binder Co., 649 Alden St., Fall River, Mass.
 ROSCO Laboratories, 29 Moore St., Brooklyn 6
 STANDARD Mechanical Bindings Co., 1100 W. 3rd Ave., Columbus, Ohio
 TEITELBAUM, N. Sons, Inc., 261 Grand Concourse, New York 51

CELLULOSE V SHEET HOLDERS

- TABER Instrument Corp., 111 Goundry St., No. Tawanda, N.Y.

CHASES

- ★AMERICAN Steel Chase Co., 31 48th Ave., Long Island City 1, N.Y.
 ★AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth B. N. J.
 ★BLATCHFORD, E. W., Co., 111 Broadway, New York
 FERGUSON, J. I. Co., P.O. Box 1196, Joliet, Ill.
 ★GOSS Co., Div. of Miehle-Goss-Dexter Corp., 5601 W. 31st St., Chicago 50
 ★HOE, R. & Co., Inc., 910 E. 138th St., New York 54, N.Y.
 LANCE, Chester L., Co., 620 Browder St., Dallas 1, Texas
 MISSOURI-Central Type Foundry, 705 E. Murdock, Wichita, Kansas
 ★NATIONAL Lead Co., Blatchford Div., 111 Broadway, New York 6, N.Y.
 PAYVER Printing Machine Works, 600 S. Broadway, St. Louis, Mo.
 ★PRINTING Machinery Co., The, 436 Commercial Sq., Cincinnati 2, Ohio
 SANDBLOM Steel Chase Co., 426 S. Clinton St., Chicago 7, Ill.

CHEMICALS

- 1 Electrotyping
 - 2 Gravure
 - 3 Offset-Litho
 - 4 Photo-engraving
- 1 2 3 4
 ★AMSTERDAM Cont'l. Types & Graphic Equip., Inc., 268 4th Ave., New York 10, N.Y.
 4
 ★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38
 3
 ATLANTIC Zinc Works, Inc., 210 Van Brunt St., Brooklyn
 4
 BRADEN-Sutphin Ink Co., 3650 E. 93rd St., Cleveland
 3
 BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave., Boston, Mass.
 3 4
 BURNISHINE Products Co., 8140 N. Ridgeway Ave., Skokie, Ill.
 2 3
 ★CENTRAL Compounding Co., 1718 N. Damen Ave., Chicago 47, Ill.
 3
 CHEMCO Photoproducts Co., Charles St., Glen Cove, N.Y.
 2 3 4
 CRAMER Dry Plate & Film Co., 1835 Shenandoah Ave., St. Louis 4, Mo.
 CRONITE Co., 88th St. & Hudson Blvd., North Bergen, N. J.
 2
 ★DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5, N.Y.
 3
 DEFENDER Photo Supply Co., Inc., 666 Driving Pk. Ave., Rochester 13, N.Y.
 2 3 4
 DOM, G. C., Supply Co., 424 Commercial Sq., Cincinnati 2
 1 2 3 4
 DOUTHITT Corporation, 680 E. Fort St., Detroit 26
 3 4
 DOW Chemical Co., Midland, Mich.
 4
 EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.
 3 4
 FEDERAL Mining & Mfg. Co., 222 Kearney Ave., Jersey City 4, N. J.
 2 3 4
 GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn 1, N.Y.
 3
 GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17
 3
 ★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
 3
 HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 11
 3
 HUNT, Philip A., Co., Palisades Park, N. J.
 2 3 4
 ★INTERCHEMICAL Corp., Printing Ink Division, 67 W. 44th St., New York 19, N.Y.
 3
 JONES Graphic Products Co., 320 Broadway, S.E., Albuquerque, New Mexico
 2 3 4

1 2 3 4
LaMOTTE Chemical Products Co., Chestertown, Md.
 3 4
 ★**LITHO** Chemical & Supply Co., 46 Harriet Place,
 Lymbrook, L.I., N.Y.
 3
LITHOPLATE, Inc., Subsid. of Harris-Intertype Corp.,
 278 N. Arden Dr., El Monte, Calif.
 3
MALLINCKRODT Chemical Works, 2nd & Mallinck-
 rodt Sts., St. Louis 7, Mo.
 2 3 4
McKINLEY Litho Supply Co., 1623 John Sts., Cincinnati
 14, Ohio
 3
MERCK & Co., Inc., Rahway, N.J.
 2 3 4
MERIX Chemical Co., 1021 E. 55th St., Chicago
 2 3 4
MINNESOTA Mining & Mfg. Co., 900 Bush Ave., St.
 Paul 6
 3
MOORE Laboratories, 70 W. Montcalm, Detroit 1
PHILLIPS & Jacobs, 622 Race St., Philadelphia
 1 2 3 4
 ★**PITMAN**, Harold M., Co., 33rd St., & 51st Ave., Chi-
 cago 50
 2 3 4

**CHEMICALS
EQUIPMENT
SUPPLIES**

HAROLD M. PITMAN CO.

51ST AVE. AND 33RD ST. CHICAGO 50, ILL.
 515 SECAUCUS ROAD EXT. SECAUCUS, N.J.
 BRANCHES: CLEVELAND & NEW YORK

POLYCHROME Corp., 2 Ashburton Ave., Yonkers 2, N.Y.
 3
ROBERTS & Porter, Inc., 535 W. Adams St., Chicago 6,
 Ill.
 3
ROGERS Isinglass & Glue Co., 219 Eastern Ave., Glou-
 cester, Mass.
 2 3 4
ROLLED Plate Metal Co., 210 Van Brunt St., Brooklyn 31
 4
 ★**SIEBOLD**, J. H. & G. B., Inc., 150 Varick St., New
 York 13, N.Y.
 3 4
 ★**SINCLAIR & Valentine** Co., 611 W. 129th St., New
 York 17, N.Y.
 3
STANDARD Process Corp., 2704 W. Roscoe St., Chicago,
 Ill.
 2
TEANECK Chemical Co., Carlstadt, N.J.
TEITELBAUM, N. Sons, Inc., 261 Grand Concourse, New
 York 51
 3
VARN Products Co., Inc., 26-15 123rd St., Flushing 54,
 N.Y.
 3 4

CHUCKS (Non-returnable cores) PAPER ROLL

★**GOSS** Co., Div. of Miehle-Goss-Dexter Corp., 5601 W.
 31st St., Chicago 50
PAPER Converting Machine Co., 2300 S. Ashland, Green
 Bay, Wis.
PAVIER Printing Machine Works, 600 S. Broadway, St.
 Louis 2, Mo.
STA-HI Corp., 6235 W. Washington Blvd., Whittier,
 Calif.
STANFORD Engineering Co., Salem, Ill.

CLEANER, HAND

★**ANCHOR** Chemical Co., 829 Bergen St., Brooklyn 38,
 N.Y.



BRECK, John H., Inc., 115 Dwight St., Springfield 3,
 Mass.
BURNISHINE Products Co., 8140 N. Ridgeway Ave.,
 Skokie, Ill.
COLGATE-Palmolive, 105 Hudson St., Jersey City 2,
 New Jersey
 ★**DAVIDSON** Corp., Subs. of Mergenthaler Linotype Co.,
 29 Ryerson St., Brooklyn 5, N.Y.
DIVERSEY Corp., Industrial Maintenance Dept., 1820
 Roscoe St., Chicago 12, Ill.
DOLGE, C. B., Co., Westport, Conn.
DUDLEY, Kenneth E., Box 806, Hagerstown, Maryland
MERRITT Products Co., 1747 Chester Ave., Cleveland 14
MITTAG & Volger, Inc., Park Ridge, N.J.
OAKITE Products Inc., 32 Rector St., New York 6, N.Y.

★**RB & P** Chemical & Supply, Inc., 1640 N. 31st St., Mil-
 waukee 8

RBP PREMIUM HAND CLEANER for the
 Graphic Arts—use with or with-
 out water.

RB&P CHEMICAL & SUPPLY, INC.
 1640 N. 31st St.,
 Milwaukee 8, Wisconsin

ROSCOE Laboratories, 367 Hudson Ave., Brooklyn 1, N.Y.
SCHULTZ Laboratories, 823 Arden St., Boone, Iowa
VARN Products Co., Inc., 26-15 123rd St., Flushing 54,
 N.Y.
WEST Disinfecting Co., 42-16 West St., Long Island City
 1, New York

CLEANER, NUMBERING MACHINES (see Counters, Daters, Numbering Machines and Heads—Numbering Machines)

CLEANER, PRINTING PRESS

★**ANCHOR** Chemical Corp., 829 Bergen St., Brooklyn 38
BURNISHINE Products Co., 8140 N. Ridgeway Ave.,
 Skokie, Ill.
 ★**CHALMERS** Chemical Co., 123 Chestnut St., Newark
 5, N.J.
 ★**DAVIDSON** Corp., Subs. of Mergenthaler Linotype Co.,
 29 Ryerson St., Brooklyn 5, N.Y.
DOW Chemical Co., Midland, Mich.
FEDERAL Mining & Mfg. Co., 22 Kearney Ave., Jersey
 City 4, N.J.
HILL-Hentschel Company, 3928 Clayton Ave., St. Louis
 10, Mo.
LINDEN Chemical Co., 523 15th St., Des Moines, Ia.
MERIX Chemical Company, 1021 E. 55th St., Chicago
 11, Ill.
NATIONAL Saw Sharpening Co., 316 E. Ohio St.,
 Indianapolis 4, Indiana
OAKITE Products Inc., 32 Rector St., New York 6, N.Y.
PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co.,
 1905 Diversey Parkway, Chicago 14, Ill.
PHILLIPS & Jacobs, 622 Race St., Philadelphia
SCHWARM & Jacobus Co., The, 1216 Jackson St., Cin-
 cinnati 10, Ohio
 ★**SIEBOLD**, J. H. & G. B., Inc., 150 Varick St., New
 York 13, N.Y.
 ★**SINCLAIR** and Valentine Co., 611 W. 129th St., New
 York 27, N.Y.
VARN Products Co., Inc., 26-15 123rd St., Flushing 54,
 N.Y.

CLEANING OUTFIT FOR PATENT BASE

★**ANCHOR** Chemical Corp., Inc., 829 Bergen St., Brooklyn
 ★**PRINTING** Machinery Co., The, 436 Commercial Square,
 Cincinnati 2, Ohio

COATING MACHINES (Cylinder- Roller), (Lacquer and Varnish)

BINGHAM'S, Sam'l, Son Mfg. Co., 636 Sherman St.,
 Chicago 5, Ill.
CHAMBERS Brothers Co., 52nd and Media Sts., Phila-
 delphia, Pa.
 ★**DEXTER** Co., Div. of Miehle-Goss-Dexter Corp., 2011
 W. Hastings St., Chicago 8
DOVEN Machinery & Engineering, 2706 W. Van Buren
 St., Chicago, Ill.
GREGGORY, Inc., 203 N. Wabash Ave., Chicago 1
HAIDA Engineering Co., 34-11 Vernon Blvd., Long
 Island City 1, N.Y.
HOHWELER Machinery & Engineering Co., 34 Lincoln
 Highway, Morrisville, Pa.
HOLLINGSWORTH, William, Machine Co., 227 Holliday
 St., Baltimore 2, Md.
HUDSON-Sharp Machine Co., Subsid. of Food Machy. &
 Chem. Corp., Green Bay, Wis.
 ★**IDEAL** Roller & Mfg. Company, 2512 W. 24th Street,
 Chicago 8, Illinois
INTA-ROTO Machine Co., Inta-Roto Eng. Corp., P.O.
 Box 454, Richmond 3, Va.
JOMAC, Inc., 6128 N. Woodstock St., Philadelphia 38
KIDD-R Press Co., Inc., Dover, N.H.
KNOWLTON, M. D., Co., 57 Clarissa St., Rochester 4,
 N.Y.
KOHLER System Co., 159 E. Chicago Ave., Chicago
 11, Illinois
MOORE, Kenneth J., & Co., 1778 W. Estes Ave., Chi-
 cago 26, Ill.
 ★**NAZ-Dar** Co., 461 Milwaukee Ave., Chicago 10, Ill.
PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co.,
 1905 Diversey Parkway, Chicago 14, Ill.
POTDEVIN Machine Co., 226 North Street, Teterboro,
 N.J.
REPRO Design & Equipment Co., Inc., 18 E. Sunrise Hwy.,
 Freeport, L.I., N.Y.
ROSS Charles & Son, Co., 148-156 Classen Ave.,
 Brooklyn, N.Y.
RUTHERFORD Machinery Co., Div. Sun Chemical Corp.,
 401 Central Ave., E. Rutherford, N.J.
STANDARD Process Corp., 2704 W. Roscoe St., Chi-
 cago, Ill.
UNITED States Rubber Co., 10 Eagle St., Providence, R.I.
WALDRON, John, Corp., P.O. Box 791, New Brunswick,
 N.J.

COATING MACHINES (Wax and Hot Melt—Thermoplastic)

APPLETON Machine Co., Appleton, Wis.
GREGGORY, Inc., 203 N. Wabash Ave., Chicago 1
HAIDA Engineering Co., 34-11 Vernon Blvd., Long
 Island City, N.Y.
HUDSON-Sharp Machine Co., Subsid. of Food Machy. &
 Chem. Corp., Green Bay, Wis.
INTA-ROTO Machine Co., Inta-Roto Eng. Corp., P.O.
 Box 454, Richmond 3, Va.
 ★**INTERNATIONAL** Paper Box Machine Co., The, 1201
 Main St., Nashua, N.H.
KNOWLTON, M. D., Co., 57 Clarissa St., Rochester 4,
 N.Y.
KOHLER System Co., 159 E. Chicago Ave., Chicago 11
MOORE, Kenneth J., & Co., 1778 West Estes Ave.,
 Chicago 26, Ill.
PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co.,
 1905 Diversey Parkway, Chicago 14, Ill.
 ★**PACKER** Mfg. Co., Green Bay, Wis.
PAPER Converting Machine Co., 2300 S. Ashland, Green
 Bay, Wis.
POTDEVIN Machine Co., 226 North Street, Teterboro,
 N.J.
REPRO Design & Equipment Co., Inc., 18 E. Sunrise Hwy.,
 Freeport, L.I., N.Y.
STANDARD Process Corp., 2704 W. Lexington St., Chi-
 cago 7, Ill.
WALDRON, John, Corp., P.O. Box 791, New Brunswick,
 N.J.

COLLATING AND GATHERING EQUIPMENT

★**AMSTERDAM** Continental, 268-276 Fourth Ave., New
 York 10
ASHTON Press Mfg. Co. Ltd., 60 Beech St., Ottawa, Can
BARKLEY & Dexter, 50 Frankfort St., Fitchburg, Mass.
 ★**CARB-N-SET** Business Forms, 3318 W. 2nd St., Dayton
 17, Ohio
COLLAMATIC Electric Collator, Wayne, New Jersey
CONSOLIDATED International Equipment & Supply Co.,
 1030 W. Chicago Ave., Chicago 22
 ★**DEXTER** Co., Div. of Miehle-Goss-Dexter Corp., 2011
 W. Hastings St., Chicago 8
DIDDE-GLASER, Inc., So. Highway & W. 12th Ave., Em-
 poria, Kan.
DOLLAHITE, K. J., Co., 106 W. 15th St., Fort Worth,
 Texas
DUDLEY, Kenneth E., Co., Box 806, Hagerstown, Md
DUTRO, Orville & Son, 117 W. 9th St., Los Angeles, Calif.
EVANS Specialty Co., 407 N. Munford St., Richmond
 20, Va.
GANE Brothers & Lane, Inc., 1355 W. Lake St., Chicago 7
GENERAL Printing Ink Co., Div. of Sun Chemical Corp.,
 10th St. & 44th Ave., Long Island City 1, N.Y.
 ★**HAMILTON** Tool Co., 900 Hanover St., Hamilton, Ohio
 ★**HARRIS-Seybold** Co., Div. of Harris-Intertype Corp.,
 4510 E. 71st St., Cleveland 5
HARRISON, D. L., Co., 1406 S. Akard St., Dallas 2
HUNT, W. G., & Co., Inc., P.O. Box 543, Laurinburg, N.C.
 ★**LAWSON** E. P. Co., Subsid. of Miehle-Goss-Dexter
 Corp., 426 W. 33rd St., New York 1
LLOYD Associates, Ltd., 15 William St., New York 5
LOW, John M., & Co., 205 W. Monroe St., Chicago
 ★**MACEY** Co., Sub. of Harris-Intertype Corp., 5350 W
 130th St., Cleveland 30
MEADES, J. Curry, Corp., 1 Curry Lane, Canton, Mass
 ★**NEW** Era Mfg. Co., Box 400, Hawthorne, N.J.
 ★**NORTHERN** Machine Works, 323 N. Fourth St., Phila-
 delphia
PEARCE Development Co., 1606 E. 30th St., Cleve-
 land 14, Ohio
PIERCE Specialized Equipment Co., 350 Peninsular Ave.,
 San Mateo, Calif.
 ★**ROSBACK**, F. P., Co., 5th & Park Sts., Benton Harbor,
 Mich.
SCHINKER, Ilya, Mech. Eng., 35 Great Jones St.,
 New York, N.Y.
 ★**SHERIDAN**, T. W. & C. B., Co., 220 Church St., New
 York 13, N.Y.
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UNIVERSAL Jagger Co., 322 S. Fourth St., Minneapolis 15
WADSWORTH Mfg. Co., P.O. Box 125, Wadsworth, Ohio
WALDRON, John, Corp., Box 791, New Brunswick, N.J.

COLOR COMIC INKS—See Inks, Special

COLOR FILTERS

★**AMSTERDAM** Continental, 268-276 Fourth Ave., New
 York 10
ANSCO, 42 Charles St., Binghamton, N.Y.
DEFENDER Photo Supply Co., Inc., 666 Driving Ph.
 Ave., Rochester 15, N.Y.
EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.
ROSCOE Laboratories, 29 Moore St., Brooklyn 6
WILLIAMS, Brown & Earle, 904 Chestnut St., Philadel-
 phia, Pa.

WHEN WRITING SUPPLY FIRMS KINDLY MENTION

COLOR SEPARATION PROCESS

★AMSTERDAM Continental, 268-276 Fourth Ave., New York 10
 CRAFTINT MFG. Co., 1615 Collamer Ave., Cleveland 10, Ohio
 GRAPHIC Arts Corp., 110 Ottawa St., Toledo, Ohio
 HUEBNER Graphic Arts Consultants, 102 N. Mamaroneck Ave., Mamaroneck, N.Y.
 MARK & Son, John G., 525 Broadway, New York 12, N.Y.
 MERIX Chemical Co., 1021 E. 55th St., Chicago 11, Illinois
 OFFSET Printing Plate Co., 151 W. 19th St., New York 11, N.Y.
 PRINTING Developments, 9 Rockefeller Plaza, New York 20, N.Y.
 STAFFORD Engraving Co., 229 N. Penn St., Indianapolis, Ind.

COLOR SYSTEMS

ALLCOLOR Co., 527 Fifth Ave., New York 17, N.Y.
 ANSCO, 42 Charles St., Binghamton, N.Y.
 BOURGES Color Corp., 80 Fifth Ave., New York 11, N.Y.
 COLORGRAPH Process Co., 241 E. Illinois St., Chicago
 HUEBNER Graphic Arts Consultants, 102 N. Mamaroneck Ave., Mamaroneck, N.Y.
 MACBETH Corp., P.O. Box 950, Newburgh, N.Y.
 MUNSELL Color Co., 10 E. Franklin St., Baltimore
 STAFFORD Engraving Co., 229 N. Penn St., Indianapolis, Ind.

COMPOSING AND MAKEUP STICKS

★AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth 8, N.J.
 ★LUDLOW Typograph Co., 2032 Clybourn Ave., Chicago 14, Ill.
 PITTSBURGH White Metal Co., Inc., 284 Hamilton Ave., Brooklyn 31
 ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago

COMPOSING MACHINES and SUPPLIES

1 Casters, Lead, Rule, Strip & Base
 2 Casters, Slug
 3 Cleaners for Matrices
 4 Cleaners for Plungers
 5 Cleaners for Spacebands
 6 Contrast Matrices
 7 Cross Rule Machines
 8 Elrod Rule Bench
 9 Gas Governors
 10 Graphite and Graphited Oils
 11 Keyboards
 12 Liners, Extensible
 13 Matrices
 14 Mold Coolers
 15 Monotype Storage Eqp't.
 16 Parts and Supplies
 17 Perforators, Keyboard Tape
 18 Saw, Odd-Measure
 18a Slug Saw, Automatic
 19 Slug Shears
 20 Slug Surfacing Machines
 21 Quadding Attachment, Automatic
 22 Tabular Systems
 23 Type Casters
 24 Type Setting Machines
 25 Type Setting Operating Units, Automatically Setting from Tape
 26 Wipers, Spaceband
 1 2 3 4 5 6 7 8 9 10 11
 12 13 14 15 16 17 18 19 20 21 22
 23 24 25 26
 ★AMSTERDAM Continental, 268-276 Fourth Ave., New York 10
 ★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38
 3 4 5



★BALTIMORE Type & Composition Corp., 15 S. Frederick St., Baltimore, Md.
 13
 CORKPAK Co., 70 Argyle Ave., New Rochelle, N.Y.
 13 16
 DIXIE Type & Supply Co., 930 N. 6th Ave., Birmingham, Ala.
 16
 DIXON, Joseph, Crucible Co., 167 Wayne St., Jersey City, N.J.
 1
 DOW Chemical Co., Midland, Mich.
 3 4 5
 FAIRCHILD Graphic Equipment, Fairchild Dr., Plainview, L.I., N.Y.
 FRIDEN, Inc., San Leandro, Calif.
 25
 HOUSE of Hansen, Inc., 470 Atlantic Ave., Boston 10
 16 21

1 2 3 4 5 6 7 8 9 10 11
 12 13 14 15 16 17 18 19 20 21 22
 23 24 25 26
 INDEPENDENT Electric Machinery Co., 300 Southwest Blvd., Kansas City 8, Mo.

★INTERTYPE Co., Div. of Harris-Intertype Corp., 360 Furman St., Brooklyn 2, New York 9 10 11
 13 14 16 21

★KELLER, George R., Inc., 1228 Mount Olive Rd. N.E., Washington, D.C.

George R. Keller

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L & W SERVICE Co., 1 Waterman Ave., East Providence 14, R. I.

★LANSTON Monotype Co., 24th & Locust Sts., Philadelphia 1
 1 13 15 16 17 7 9 22
 23 24

LEES, Hervey, 212 N. Chevy Chase Drive, Glendale 6, Calif.

LINOTAPE Products Co., 1460 Corona Street, Denver 18, Colo.

LINOTYPE Maintenance Co., 277 Broadway, New York 7

★LUDLOW Typograph Co., 2032 Clybourn Avenue, Chicago 14, Illinois
 1 2 16 7 19 20 22
 24

MATRIX Contrast Corp., 154 W. 14th St., New York 1, New York

★MERGENTHALER Linotype Co., 29 Ryerson St., Brooklyn 5, New York
 2 10 11
 12 13 14 16 21

MIDWEST Matrix Mart, 633 Plymouth Court, Chicago 5

MOHR Lino Saw Co., 8015 N. Ridgeway Ave., Skokie, Ill.

MONOMELT Co., Inc., 1611 Polk St., N.E., Minneapolis 13, Minn.

MONTGOMERY Company, Inc., P.O. Box 309, Towanda, Pa.
 3 9 10

MORRISON Company, 125 W. Melvina St., Milwaukee 12, Wis.

RICH & McLean, Inc., 18 Jacob St., New York 18

ROSS-AD Seal, Inc., 738 Lord Street, Indianapolis 2

ROUSE, H. B., & Co., 2214 North Wayne Ave., Chicago 14, Ill.

SERVWELL Products Co., 6541 Euclid Ave., Cleveland 3, Ohio

STAR Parts, Inc., 2 So. Main St., So. Hackensack, N.J.

SUPERIOR Flake Graphite Co., 33 S. Clark St., Chicago 3, Ill.

★UNIVERSAL Mono-Tabular Corp., 715 N. Central Expressway, Richardson, Tex.

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WIEBKING Engraving Co., 113 W. Newport Ave., Chicago 13, Ill.

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 ★DEXTER Co., Div. of Miehl-Goss-Dexter Corp., 2011 W. Hastings St., Chicago 8
 ★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
 HOOSIER Tarpuilin & Canvas Goods Co., Inc., 1302 W. Washington St., Indianapolis 6, Ind.
 ★LAWSON, E. P., Co., Subsid. of Miehl-Goss-Dexter Corp., 426 W. 33rd St., New York, N.Y.
 ★MACEY Co., subsid. of Harris-Intertype Corp., 5350 W. 130th St., Cleveland 30
 ★SHERIDAN, T. W. & C. B., Co., 220 Church St., New York 13, N.Y.
 SMYTH Mfg. Co., 9 Sigourney St., Hartford 6, Conn.
 TURNER Printing Machinery Inc., 6510 Euclid Ave., Cleveland, Ohio

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(Letterpress to Offset)

DIRECT Image Offset Corp., 1740 Ridge, Evanston, Ill.
 ★LUDLOW Typograph Company, 2032 N. Clybourn Ave., Chicago 14, Ill.

CONVEYORS (Also see Trucks)

BALDWIN, James L., & Co., 1551 W. Thomas, Chicago
 ★CHESHIRE, Inc., 1644 N. Honore St., Chicago 22
 CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago
 CRONITE Co., 88th St. and Hudson Blvd., North Bergen, N.J.
 CUTLER-Hammer, Inc., 315 N. 12th St., Milwaukee 1
 GENERAL Research & Supply, 527 S. Division St., Grand Rapids, Mich.
 HERBERT Products, Inc., 74-32 Jamaica Ave., Woodhaven 21, N.Y.
 JAMPOL, The Co., 728 61st St., Brooklyn, N.Y.
 LAMSON Corp., 250 Lamson St., Syracuse 1, N.Y.
 LINK-Belt Company, Prudential Plaza, Chicago 9, Ill.
 MARKET Forge Co., 109 Garvey St., Everett 49, Mass.
 NEW London Engineering Co., 1700 Division St., New London, Wis.
 PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co., 1905 Diversey Parkway, Chicago 14, Ill.
 RICHARDS-Wilcox Mfg. Co., Aurora, Ill.

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PARSONS & Whitmore, Inc., 250 Park Avenue, New York 17, N.Y.

COOLING TABLES

CHEMCO Photoproducts Co., Charles St., Glen Cove, N.Y.
 PHILLIPS & Jacobs, 622 Race St., Philadelphia
 STEREO TYPE Equipment Co., 2062 Elston Ave., Chicago

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 ★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago
 PHILLIPS & Jacobs, 622 Race St., Philadelphia
 ★SINCLAIR & Valentine Co., 611 W. 129th St., New York 27, N.Y.
 SNYDER, W. H., Co., 88 Walker St., New York 13

COPY-FITTING SYSTEMS

(See Gauges, Testing Instruments)

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HELMUS, G., & Sons, Inc., 648 Broadway, New York 7
 McLAUGHLIN, Wm. J., & Co., 256-70 S. 23rd St., Philadelphia 3
 STANDARD Tag Co., 65 Duane St., New York 7

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 2 Counters, Folding Machine
 3 Counters, Paper Pad
 4 Counters, Press
 5 Daters
 6 Numbering Machines
 7 Numbering Machine Cleaners
 8 Paging and Numbering Machines, Bindery
 9 Rotary Numbering Heads
 1 2 3 4 5 6 7 8 9
 AMERICAN Numbering Machine Co., Atlantic & Shepherd Aves, Brooklyn, N.Y.
 5 6 8 9
 ★AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth 8, N.J.
 ★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38
 7



ARNOLD Numbering Machine Works, 434 S. Wabash Ave., Chicago 5

BATES Mfg. Co., 30 Vesey St., New York 7, N.Y.

BEALL, Jack, 641 S. Dearborn St., Chicago 5, Ill.

CORKPAK Co., Inc., The, 70 Argyle Ave., New Rochelle, N.Y.

COUNTER & Control Corp., 5225 W. Electric Ave., Milwaukee, Wisconsin

CRAFTSMEN Machinery Co., 75 W. Dedham St., Boston 10, Mass.

★DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5, N.Y.

- 1 2 3 4 5 6 7 8 9
DURANT Mfg. Co., Inc., 1979 N. Buffum St., Milwaukee 1, Wis.
 1 2 4
FERGUSON, J. L., Co., P. O. Box 1226, Joliet, Ill.
 ★**FORCE, Wm. A. & Co., Inc.**, 216 Nichols Ave., Brooklyn 8, N.Y.
 5 6 7 8 9
HELLER Roberts Mfg. Co., 700 Jamaica Ave., Brooklyn 8
HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa.
HOOLE Machine & Engraving Works, Inc., 30 Main St., Brooklyn, N.Y.
 6 8 9
LINDEN Chemical Products Co., 523 15th St., Des Moines 14, Iowa
 7
MATTHEWS, James H. & Co., 3814 Forbes St., Pittsburgh 1
MAXSON Automatic Machinery Co., 98 Granite St., Westbury, R. I.
 1
MEISEL Press Mfg. Co., 944 Dorchester Ave., Boston 25, Mass.
MELIND, Louis, Co., 3524 N. Clark St., Chicago 13
OAKITE Products, Inc., 32 Rector St., New York 6
PITNEY-Bowes, Inc., 757 Pacific Ave., Stamford, Conn.
PRODUCTION Instrument Co., 704 W. Jackson Blvd., Chicago 6, Ill.
 2 4
REDINGTON, F. B., Co., 112 S. Sangamon St., Chicago 7, Ill.
 2 4
SUPER Speed Printing Machinery Co., 1712 E. 27th St., Cleveland 14, Ohio
 2 4
VARN Products Co., Inc., 26-15 123rd St., Flushing 54, N.Y.
 7
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SMITH, S. K., Co., 2857 N. Western Ave., Chicago
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 2 Crimping
 3 Scalloping
 4 Scoring
 1 2 3 4
CHICAGO Box Machine Works, 1810 W. Grand Ave., Chicago 22, Ill.
 4
HOOPER, F. X., Co., Inc., Glen Arm, Md.
 1 4
JACQUES, John, & Son, 93 Webster St., Worcester 1
 4
LESTER & Wesley Co., Inc., 513 N. Main, Norwich, Conn.
 1 4
MILLER Printing Machinery Co., 1117 Reedsdale St., Pittsburgh 33, Pa.
 1

- 1 2 3 4
 ★**NYGREN-Dahly Co.**, 1422 W. Altgeld, Chicago 14, Ill.
 1 2 4
OVERSEWING Machine Co., 368 Congress St., Boston 1
 4
PAPER Converting Machine Co., 2300 S. Ashland, Green Bay, Wis.
 3
 ★**PEARCE Development Co.**, 1606 E. 30th, Cleveland 14
 1
PIERCE Specialized Eqp. Co., 350 Peninsular Ave., San Mateo, Calif.
 1 4
ROBINSON, John T., Co., 1476 River, Hyde Park, Mass.
 ★**ROSBACK, F. P., Co.**, 5th & Park Sts., Benton Harbor, Mich.
 1 2 4
STANDARD Paper Box Machine Co., 476 Broome St., New York, N.Y.
 1 2 3 4
TURNER Printing Machinery, Inc., 6510 Euclid Ave., Cleveland 3, Ohio

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HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
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CUT STORAGE FILE

- ★**AMERICAN Type Founders, Inc.**, 200 Elmora Ave., Elizabeth, N.J.
BARGER Box & Printing Corp., 802 W. Beardsley Ave., Elkhart, Ind.
 ★**CHALLENGE Machinery Co.**, Grand Haven, Mich.
DANDY Storage File Co., Wausau, Wis.
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THOMPSON Cabinet Co., Ludington, Michigan

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- ★**AMERICAN Steel Chase Co.**, 3131 48th Ave., Long Island City 1, N.Y.
 ★**AMERICAN Type Founders, Inc.**, 200 Elmora Ave., Elizabeth, N.J.
CONSOLIDATED Photo Engravers Equipment Co., 1112 N. Homan Ave., Chicago, Ill.
FOSTER Mfg. Co., 333 S. Broad St., Philadelphia
HELMOLD, J. F., & Brothers, 1462 W. Shakespeare Ave., Chicago 14, Ill.
PAYER Printing Machine Works, 600 S. Broadway St., Louis 2, Mo.
 ★**RICHARDS, J. A., Co.**, 903 N. Pitcher St., Kalamazoo 13f, Mich.
ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago
TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn

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 ★**CHAMPLAIN Co.**, Harrison Ave., Roseland, N.J.
 ★**CHANDLER & Price Co.**, 6000 Carnegie Ave., Cleveland 3, Ohio
GANE Brothers & Lane, Inc., 1355 W. Lake St., Chicago 7
 ★**MILLER Printing Mch. Co.**, 1117 Reedsdale St., Pittsburgh 12, Pa.
 ★**PURCH Mfg. Co., Inc.**, Green Bay, Wis.
THOMSON-National Press Co., Inc., Dean Ave., Franklin, Mass.

CUTTING-OFF MACHINES, CURVED STEREOTYPE PLATES

- ★**GOSS Co.**, Div. of Miehle-Goss-Dexter Corp., 5601 W. 31st St., Chicago 50
 ★**HOE, R. & Co., Inc.**, 910 E. 138th St., New York 54

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- INTA-Roto Machine Co.**, Inta-Roto Eng. Corp., P.O. Box 454, Richmond 3, Va.

CYLINDER GRINDING AND POLISHING EQUIPMENT, GRAVURE

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HANSON-Van Winkle-Munning, Matawan, N. J.
 ★**HOE, R. & Co., Inc.**, 910 E. 138th St., New York 54
 ★**IDEAL Roller & Mfg. Co.**, 2512 W. 24th St., Chicago 8
INTA-ROTO Machine Co., Inta-Roto Eng. Corp., P.O. Box 454, Richmond 3, Va.
MOTTER'S, George F., & Sons, 132 S. Pershing, York, Pa.

- NAGEL-Ryan Mfg. Co.**, 4363 Woodward Ave., Royal Oak, Mich.
ROSS, Charles & Son, Co., 148-156 Classon Ave., Brooklyn, N.Y.
STANDARD Process Corp., 2704 W. Roscoe St., Chicago

CYLINDER MAKING EQUIPMENT

- ★**AMSTERDAM Continental**, 268-276 Fourth Ave., New York 10
CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22
HUEBNER Graphic Arts Consultants, 102 N. Mamaroneck Ave., Mamaroneck, N.Y.

CYLINDER MARKING MACHINES, ROTOGRAPHURE

- ★**HOE, R. & Co., Inc.**, 910 E. 138th St., New York 54
MOTTER'S, George F., & Sons, 132 S. Pershing Avenue, York, Pa.

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- ★**AMSTERDAM Continental**, 268-276 Fourth Ave., New York 10
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GRAVURE Process Co., 4179 W. Belmont Ave., Chicago
HANSON-Van Winkle-Munning, Matawan, N. J.
INTA-ROTO Machine Co., Inta-Roto Eng. Corp., P.O. Box 454, Richmond 3, Va.
STANDARD Process Corp., 2704 W. Roscoe St., Chicago

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 2 Drawsheets and Tympan, Paper, Commercial (Also see Paper Index)
 3 Drawsheets, Newspaper
 4 Jackets and Tympan other than Paper
 5 Underpacking
 1 2 3 4 5
BAKELITE Corp., Div. Union Carbide & Carbon Corp., 30 E. 42nd St., New York, N.Y.

- BAR-Plate Mfg. Co.**, Boston Post Rd., Orange, Conn.

- CARBORUNDUM Co.**, Niagara Falls, N.Y.

- CORKPAK Company, Inc.**, 70 Argyle Ave., New Rochelle, N.Y.

- 1 2 3 4 5
 ★**CROMWELL Paper Co.**, 4801 S. Whipple St., Chicago 2
DISSTON, Henry, Div., H. K. Porter Co., Inc., Unruh & Milnor Sts., Philadelphia 35, Pa.

- GOODYEAR Tire & Rubber Co., Printers' Supplies Dept.**, P.O. Box 801, New Bedford, Mass.

- 1 2 3 4 5
 ★**GOSS Co.**, Div. of Miehle-Goss-Dexter Corp., 5601 W. 31st St., Chicago 50

- 3 4 5
 ★**HOE, R. & Co., Inc.**, 910 E. 138th St., New York 1
 3 4 5
MINNESOTA Mining & Mfg. Co., 900 Bush Ave., St. Paul 6, Minn.

- 1 2 3
 ★**RAPID Roller Co.**, 2558 S. Federal St., Chicago 16

- TEITELBAUM, N. Sons, Inc.**, 261 Grand Concourse, New York 51

- ★**TINGUE, Brown & Co.**, 1765 Carter Ave., New York 57, N.Y.

- 1 2 3 4 5
 2
TRIPLET Gauge 14, Vanderwater St., New York 7, N.Y.

CYLINDER, SLEEVE AND PLATE MAKING, GRAVURE, FOR THE TRADE

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GRAVURE Engraving Corp., 709 Main St., Holyoke, Mass.
GRAVURE Process Co., 4179 Belmont Ave., Chicago 41
HUEBNER Graphic Arts Consultants, Mamaroneck, N.Y.
INTAGLIO Service Corp., 305 E. 46th St., New York
INTA-ROTO Machine Co., Inta-Roto Eng. Corp., P.O. Box 454, Richmond 3, Va.

CYLINDERS, SLEEVES AND PLATES (Gravure)

- EDES Manufacturing Company**, Plymouth, Mass.
ELECTRO-Coatings, Inc., 1662 W. Fullerton Ave., Chicago 14, Ill.
HUSSEY & Co., C. G., 2850 Second Ave., Pittsburgh
INTA-ROTO Machine Co., Inta-Roto Eng. Corp., P.O. Box 454, Richmond 3, Va.
NAGEL-Ryan Mfg. Co., 4363 Woodward Ave., Royal Oak, Mich.
STANDARD Process Corp., 2704 W. Roscoe St., Chicago

CYLINDERS, STEEL, LETTERPRESS

- 1 Grooved
 2 Honey-combed
 1 2
 ★**COTTRELL Company**, Subsidiary of Harris-Intertype Corp., Box 515, Westbury, R. I.
 1
HESS & Barker, 212 S. Darian St., Philadelphia, Pa.
 1

WHEN WRITING SUPPLY FIRMS KINDLY MENTION

- 1 2
★HOE, R. & Co., Inc., 910 E. 138th St., New York
★PRINTING Machinery Co., 436 Commercial Sq., Cincinnati
1
WESEL Mfg. Co., 1141 N. Washington Ave., Scranton, Pa.
★WESTERN Printing Machinery Co., 3519 N. Spaulding Ave., Chicago, Ill.
2



DAMPENING AIDS, OFFSET-LITHO

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★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38
★DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5, N.Y.
FLINT Ink Corp., 2546 Clark Ave., Detroit 9, Mich.
★GEGENHEIMER, Wm., 80 Roebing St., Brooklyn 1
★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8
★INTERCHEMICAL Corp., Printing Ink Division, 67 W. 44th St., New York 19, N.Y.
INTERNATIONAL Press Cleaner, 112 Hamilton Ave., Cleveland 4, Ohio
MCKINLEY Litho Supply Co., 1623 John St., Cincinnati
MERIX Chemical Co., 1021 E. 55th St., Chicago 11, Ill.
★SIEBOLD, Inc., J. H. & G. B., 150 Varick St., New York 13, N.Y.
★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N.Y.

DAMPENING ROLLER COVER

- BINGHAM'S, Sam'l, Son Mfg. Co., 636 Sherman, Chicago, Ill.
CORKPAK Co., Inc., The, 70 Argyle Ave., New Rochelle, N.Y.
★DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5, N.Y.
FOTOPLATE Co., subsid. of S. D. Warren Co., 34 Oxford St., Newark 5, N.J.
GODFREY Roller Co., 211 N. Camac St., Philadelphia
★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8
★INTERCHEMICAL Corp., Printing Ink Division, 67 W. 44th St., New York 19, N.Y.
JOMAC, Inc., 6128 N. Woodstock St., Philadelphia
LITHOPLATE, Inc., Subsid. of Harris-Intertype Corp., 278 Arden Dr., El Monte, Calif.
★RAPID Roller Co., 2558 S. Federal St., Chicago 16
★SIEBOLD, Inc., J. H. & G. B., 150 Varick St., New York 13, N.Y.
★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N.Y.

DARK ROOM EQUIPMENT

- ★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth, N.J.

Branches
in all
principal
cities.



- BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave., Boston, Mass.
BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago 5, Ill.
CHEMCO Photoproducts Co., Charles St., Glen Cove, N.Y.
CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22
DOUTHITT Corp., The, 680 E. Fort St., Detroit 26
EASTMAN Kodak Co., 343 State St., Rochester 4, New York
HAMILTON Mfg. Co., Two Rivers, Wis.
★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 East 71st Street, Cleveland
KELLOGG, Div. American Brake Shoe Co., 99 Humboldt St., Rochester 9, N.Y.
★LANSTON Monotype Co., Div. of Lanston Industries, Inc., 24th & Locust Sts., Philadelphia 1
★LEEDAL, Inc., 2929 S. Halsted St., Chicago 8
MACBETH Corp., P.O. Box 950, Newburgh, N.Y.
MILLER-Trojan Co., 1083 W. Main St., Troy, Ohio
★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10, Ill.
NU ARC Co., 824 S. Western Ave., Chicago 12
NUCLEAR Products Co., 10173 E. Rush St., El Monte, Calif.
PHILLIPS & Jacobs, 622 Race St., Philadelphia
★ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31, Ill.
SULLIBARGER, E. T., Co., 114 Liberty St., New York 6
WILLIAMS, Brown & Earle, Inc., 904 Chestnut St., Philadelphia 7, Pa.
ZARKIN Machine Co., 34-19 10th St., Long Island City 6, N.Y.

DECKLE-EDGING MACHINES

- HEATH Die Co., 382 Lafayette St., New York 3, N.Y.
LESTER & Wesley Co., Inc., The, 513 N. Main St., Norwich, Conn.

DEEP ETCH METHODS, OFFSET LITHO, AND SUPPLIES

- 1 Methods
2 Supplies
1 2
★ANCHOR Chemical Corp., Inc., 829 Bergen St., Brooklyn
2
BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave., Boston, Mass.
2
CALIFORNIA Ink Co. Inc., 545 Sansome St., San Francisco, Calif.
2
CHEMCO Photoproducts Co., Charles St., Glen Cove, N.Y.
2
CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22
CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
2
DOM, G. C., Supply Co., 424 Commercial Sq., Cincinnati 2
2
DOW Chemical Co., Midland, Mich.
1 2
FLINT Ink Corp., 2546 Clark Ave., Detroit 9, Mich.
GAETJENS, Berger & Wirth, 35 York St., Brooklyn, N.Y.
2
GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third St., New York 17
2
★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
1 2
HILL-Henschel Co., 3928 Clayton Ave., St. Louis, Mo.
2
★INTERCHEMICAL Corp., Printing Ink Division, 67 W. 44th St., New York 19, N.Y.
2
LE PAGE'S, Inc., Gloucester, Mass.
2
★LITHO Chemical & Supply Co., 46 Harriet Place, Lynbrook, L. I., N.Y.
1 2
LITHOPLATE, Inc., subsid. of Harris-Intertype Corp., 278 Arden Dr., El Monte, Calif.
MCKINLEY Litho Supply Co., 1623 John St., Cincinnati 1 2
PHILLIPS & Jacobs, 622 Race St., Philadelphia 6
2
PITMAN, Harold M., Co., 515 Secaucus Rd., Secaucus, N.J.
1 2
★RB & P Chemical & Supply Inc., 1640 N. 31st St., Milwaukee 8
1 2

RBP PREMIUM deep etch chemicals for zinc and aluminum plates.

RB&P CHEMICAL & SUPPLY, INC.
1640 N. 31st St.,
Milwaukee 8, Wisconsin

- ROBERTS & Porter, Inc., 555 W. Adams St., Chicago 6, Ill.
2
ROGERS Isinglass & Glue Co., 210 Eastern Ave., Gloucester, Mass.
2
★SIEBOLD, Inc., J. H. & G. B., 150 Varick St., New York 13, N.Y.
2
★SINCLAIR & Valentine Co., Inc., 611 W. 129th St., New York 27, N.Y.
1 2
WESEL Mfg. Co., 1141 N. Washington Ave., Scranton, Pa.
1 2
ZARKIN Machine Co., 34-19 10th St., Long Island City 6, N.Y.

DELIVERIES, PRESS

- 1 Deliveries, Automatic Pile
2 Deliveries, Extension
3 Deliveries, Press to Bronzer
1 2 3
COTTRELL Co., Subsid. of Harris-Intertype Corp., Box 515, Westerly, R.I.
1 2
CUTLER-Hammer, Inc., 315 N. 12th St., Milwaukee 1
1 2
HEATH Die Co., 382 Lafayette St., New York 3, N.Y.
HICKOK, W. O., Mfg. Co., 423 Harrisburg, Pa.
1 2 3
HUDSON-Sharp Machine Co., Subsid. of Food Machy. & Chem. Corp., Green Bay, Wis.
1 2
MAXSON Automatic Machinery Co., 98 Granite St., Westerly, R.I.
1 2
MEISEL Press Mfg. Co., Inc., 944 Dorchester Ave., Boston 25, Mass.
1 2
★MIEHLE Co., Div. of Miehle-Goss-Dexter Corp., 2011 Hastings St., Chicago 8
1 2
PECK, James I., 47 High St., West Orange, N.J.
2
RATHBUN & Bird Co., 379 W. Broadway, New York 12, N.Y.
1 2

- 1 2 3
SPECIALTY Automatic Machine Co., 88 Gerrish Ave., Chelsea 50, Mass.
1
TURNER Printing Machinery, Inc., 6510 Euclid Ave., Cleveland 3
1 2
UNITED Machine Co., 5700 E. Belknap, Ft. Worth, Tex.
1 2

DEVELOPING TROUGHS AND SINKS

- ★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth, N.J.

Branches
in all
principal
cities.



- BROWN Coating Eqp. Co., Wellston, Ohio
BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago 5
BURKE & James, 321 S. Wabash Ave., Chicago 4
CHEMCO Photoproducts Co., Charles St., Glen Cove, N.Y.
DOUTHITT Corp., The, 680 E. Fort St., Detroit 26
GRAPHIC Arts Center, Inc., 207 W. Park Ave., State College, Pa.
HAMILTON Mfg. Co., Two Rivers, Wis.
★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 East 71st Street, Cleveland
★LEEDAL, Inc., 2929 S. Halsted St., Chicago 8, Ill.
MCKINLEY Litho Supply Co., 1623-39 John St., Cincinnati
MILLER-Trojan Co., Inc., 1083 W. Main St., Troy, Ohio
MOTTER'S, George F. Sons, 132 S. Pershing Ave., York, Pa.
PITMAN, Harold M., Co., 515 Secaucus Rd., Secaucus, N.J.
★ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31, Ill.
RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 401 Central Ave., E. Rutherford, N.J.
U. S. Stoneware Co., 60 E. 42nd St., New York 17, N.Y.
WILLIAMS, Brown & Earle, 904 Chestnut St., Philadelphia, Pa.
ZARKIN Machine Co., 34-19 10th St., Long Island City, N.Y.

DIAPHRAGMS, CAMERA

- CHEMCO Photoproducts Co., Charles, Glen Cove, N.Y.
CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22
DOUTHITT Corp., 680 E. Fort St., Detroit 26
RAYBESTOS-Manhattan, Inc., 61 Willet St., Passaic, N.J.
★ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31, Ill.
UNITED States Rubber, Inc., 1230 Sixth Ave., New York 20, N.Y.

DIAPHRAGM CONTROLS

- ★AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 268 4th Ave., New York 10, N.Y.
BRISTOL Co., Waterbury 20, Conn.
BROWN, W. A. Mfg. Co., 608 S. Dearborn St., Chicago 5
CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22
DOUTHITT Corp., The, 680 E. Fort St., Detroit 26
POWERS Regulator Co., 3400 Oakton, Skokie, Ill.
★ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31, Ill.
★VULCAN Rubber Products, Inc., 58th S. & 1st Ave., Brooklyn 20, N.Y.
WESEL Mfg. Co., 1141 N. Washington Ave., Scranton, Pa.

DICTIONARIES

- FUNK & Wagnalls, 153 E. 24th St., New York 10, N.Y.
MERRIAM, G. & C., Co., 47 Federal St., Springfield 2, Mass.

DIE-CUTTING LUMBER (See Wood, Blocking, etc.)

DIE-CUTTING MACHINES

- 1 Hollow Dies
2 Upright
1 2
ALTAIR Machinery Corp., 55 Vandam St., New York
1 2
FREMONT Tool & Die Co., 432 N. Wood, Fremont, O.
1 2
GREGGORY, Inc., 203 N. Wabash Ave., Chicago 1
1 2
★HARRIS-Seybold Co., Div. Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
1 2
HOBBS Mfg. Co., 26 Salisbury St., Worcester, Mass.
2
HOLLINGSWORTH, William, Machine Co., 227 Holliday St., Baltimore, Md.
1 2
★LAWSON, E. P., Co., Subsid. of Miehle-Goss-Dexter Corp., 426 W. 33rd St., New York, N.Y.
1 2
★PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio
1

1 2
★SHERIDAN, T. W. & C. B., Co., 220 Church St., New York 13, N.Y.
2
UNITED Shoe Machinery Corp., 140 Federal St., Boston 7, Mass.

DIE-CUTTING PRESSES

★AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth, N.J.
ALTAIR Machinery Corp., 55 Vandam St., New York 13
ARTISTIC Die Mfg. Co., 2306 W. 8th St., Cincinnati 4
★BRANDTJEN & Kluge, Inc., Como at Gaultier St., St. Paul, Minn.
★CHAMPLAIN Co., Harrison Ave., Roseland, N.J.
★CHANDLER & Price Co., 6000 Carnegie Ave., Cleveland 3, Ohio
GREGGORY, Inc., 203 N. Wabash Ave., Chicago 1
★HARRIS-Seybold Co., Div. Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
HOBBS Mfg. Co., 26 Salisbury St., Worcester, Mass.
★LAWSON, E. P., Co., 426 W. 33rd St., New York 1
★MILLER Printing Machinery Co., 1117 Reedsdale St., Pittsburgh 33, Pa.
★PACKER Mfg. Co., Green Bay, Wis.
SMITH & Winchester Mfg. Co., So. Windham, Conn.
STANDARD Paper Box Machine Co., 476 Broome St., New York, N.Y.
THOMSON-National Press Co., Dean Ave., Franklin, Mass.
TIRFING Printing Machinery, Inc., 400 Delancey St., Newark 5, N.J.

DIE-HEATERS (For Hot Embossing and Smashing)

ACME Electric Heating Co., 1217 Washington St., Boston 10, Mass.
GANE Brothers & Lane, Inc., 1355 W. Lake St., Chicago 7
THOMSON-National Press Co., Dean Ave., Franklin, Mass.

DIE-MAKING MATERIALS

(Also see Rule)

1 Cork Composition
2 Cork-Rubber Composition
3 Rubber, Sponge
4 Rule, Brass
5 Rule, Steel
6 Steel Rule Cutters
1 2 3 4 5 6
ACCURATE Steel Rule Die Mfrs., 22 W. 21st St., New York 10, N.Y.
2 3 5
AMERICAN Fabricators, 22 W. 21st St., New York 10
5
BAR-PLATE Mfg. Co., Boston Post Road, Orange, Conn.
CORKPAK Co., Inc., The, 70 Argyle Ave., New Rochelle, N.Y.
1 2
GOODRICH, B. F., Industrial Products Co., 500 S. Main St., Akron 18, Ohio
3
HALE, Frank D., 64 Tonnelle Ave., Jersey City 6, N.J.
HELMOLD, J. F. & Bro., Inc., 1462 Shakespeare Ave., Chicago 14, Ill.
5 6
MARKEL Rubber Products Inc., 514 Jackson Ave., New York 55, N.Y.
1 2 3 5
★RICHARDS, J. A. Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.
1 2 3 5 6
SIMONDS Saw & Steel Co., 470 Main St., Fitchburg, Mass.
★WILSOLITE Corp., 1827 Niagara St., Buffalo 7, N.Y.
3

DIES—MAKERS OF

1 Bookbinders
2 Brass
3 Cutting
4 Cutting & Embossing (one time)
5 Electronic sealing
6 Embossing
7 Hallow
8 Steel rule—stock
9 Steel rule—to order
1 2 3 4 5 6 7 8 9
AA-1 Steel Rule Die Service, 538 S. Dearborn St., Chicago 5
5 8 9
ACCURATE Steel Rule Die Mfrs., 22 W. 21st St., New York 10
1 2 4 7 8 9
AMERICAN Fabricators, 22 W. 21st St., New York 10
1 2 7 8 9
ALVIN Co., 215 W. 20th St., New York 11
1 2 8 9
ARTISTIC Die Mfg. Co., 2306 W. 8th St., Cincinnati 4
8 9
BENNET & McPHIE, Ltd., 1230 Dundas St. E., Toronto, Ont., Canada
3 5 8 9
CONSOLIDATED Engravers, Inc., 656 Broadway, New York City
1 2 6 8 9
CUTWELL Steel Rule Die Co., 285 Lafayette St., New York 12
1 2 8 9
DORSEY Printers & Supply Co., 125 Pontotoc Ave., Memphis, Tenn.
8 9

1 2 3 4 5 6 7 8 9
★EMBOSSOGRAPH Corp., 38 W. 21st St., New York City 4
8 9
FREEDMAN Die Cutters, Inc., 128 Lafayette St., New York 12
8 9
FREMONT Tool & Die Co., 432 N. Wood St., Fremont, Ohio
7 8 9
G.B.C. Die and Mfg. Co., 812 W. Belmont Ave., Chicago 14
1 2 8 9
GENERAL Binding Corp., 1101 Skokie Hwy., Northbrook, Ill.
1 2 8 9
GREGGORY, Inc., 203 N. Wabash Ave., Chicago 1
4 8 9
HALE, Frank D., 64 Tonnelle Ave., Jersey City 6, N.J.
8 9
HEATH Die Co., 382 Lafayette St., New York 3
1 2 4 7 8 9
HOOLE Machine & Engraving Co., 30 Main St., Brooklyn 4
4 8 9
INDEPENDENT Die & Supply Co., 2641 LaSalle St., St. Louis 4, Mo.
3 5 8 9
NATIONAL Die Co., 247 Centre St., New York 13
1 2 7 8 9
PAPKE, Wm. & Son, 434 St., Cincinnati 2, Ohio
1 2 8 9
REEVE Electronics, Inc., 609 W. Lake St., Chicago 6
5 8 9
★RICHARDS, J. A. & Co., 903 N. Pitcher St., Kalamazoo 13, Michigan
8 9
SCHMIDT, Geo. T., Inc., 4100 N. Ravenswood Ave., Chicago 13
1 2 8 9
SCHULTZ, E. C. & Co., 712 Federal St., Chicago 5
1 2 4 7 8 9
UNITED Shoe Machinery Corp., 140 Federal St., Boston, Mass.
1 2 8 9

DIES, STEEL RULE

(See Dies—Makers of)

DIE-STAMPING PRESSES AND ROLL LEAF HOT STAMPING ATTACHMENTS

1 Die-Stamping Presses
2 Roll Leaf Hot Stamping
1 2
ALTAIR Machinery Corp., 55 Vandam St., New York 12
1 2
COE, W. H., Mfg. Co., 5414 W. Madison, Chicago, Ill.
COUGHLIN Mfg. Co., 697-699 E. 132nd St., New York 1
1 2
GANE Brothers & Lane, Inc., 1355 W. Lake St., Chicago 7
1 2
GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 E. 21st St., New York 10
1 2
KINGSLEY Stamping Machine Co., 850 Cahuenga Blvd., Hollywood 38, Cal.
1 2
MARKEM Machine Co., 150 Congress St., Keene, N.H.
2
MATTHEWS, James H., & Co., 3814 Forbes St., Pittsburgh 13, Pa.
1 2
OLSEN Mark Corp., 124 White St., New York, N.Y.
1 2
PEERLESS Roll Leaf Company Inc., 4511 New York Ave., Union City, New Jersey
1 2
ROOVERS Bros., Inc., 3611 14th Ave., Brooklyn 1
1
STANDARD Machinery Co., Mystic, Conn.
1

DIE-STAMPING PRESSES, STEEL DIE PRINTING AND EMBOSSING COPPERPLATE PRESSES AND SUPPLIES

CRONITE Co., The, 88th and Hudson Blvd., North Bergen, N.J.
OLNEY Machine Works, 4841 Rising Sun Ave., Philadelphia 20, Pa.
OLSEN-Mark Corp., 124 White St., New York 13
PARSONS & Whitmore, Inc., 250 Park Ave., New York 17, N.Y.
ROOVERS Bros., Inc., 3611 14th Ave., Brooklyn

DIPLOMAS AND DIPLOMA BLANKS

GOES Lithographing Co., 42 W. 61st St., Chicago 21

E. B. MICHELMAN Co., 412 6th Ave., New York 11

DIRECT PROJECTION MACHINE

(See Cylinder Making Equipment)

DISTRIBUTOR ROLLERS, RECIPRO-CATING (Vibrators)

ACME Printing Appliance Co., 9455 Seymour Ave., Schiller Park, Ill.
BINGHAM'S, Sam'l, Son Mfg. Co., 636 Sherman St., Chicago 5, Ill.
★DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5, N.Y.

★GEGENHEIMER, William, 80 Roebling St., Brooklyn 1
NORTHWEST Type Foundry, 6504 Walker St., Minneapolis 26

DOCTOR BLADE, GRINDING MACHINES

HANCHETT Mfg. Co., 906 N. State, Big Rapids, Mich.
★HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5
LEHMANN, J. M., Co., Inc., 568 New York Ave., Lyndhurst, N.J.
MOTTER'S, George F., & Sons, 132 S. Pershing Ave., York, Pa.
STANDARD Process Corp., 2704 W. Roscoe St., Chicago

DOLLIES, PAPER ROLL

CLINE Electric Mfg. Co., 3405 W. 47th, Chicago
★GOSS Co., Div. of Miehle-Goss-Dexter Corp., 5601 W. 31st St., Chicago 50
KOHLER System Co., 159 E. Chicago Ave., Chicago 11
LEWIS-Shepard Products, Inc., 239 Walnut Street, Watertown 12, Mass.
MARKET Forge Co., 30 Garvey St., Everett, Mass.
NUTTING Truck & Caster Co., Inc., 1201 W. Division St., Faribault, Minn.

DOUBLE ROLLING DEVICE

(Miehle V)

BEALL, Jack, 641 S. Dearborn St., Chicago 5, Ill.
CORKPAK Co., The, 70 Argyle Ave., New Rochelle, N.Y.
FARNSWORTH, John, Bourse Bldg., Philadelphia 6

DRAWSHEETS AND TYMPANS, CYLINDER, ROTARY AND PLATEN PRESS (See Cylinder, Rotary and Platen Press Drawsheets and Tympans)**DRIERS (See Ink Driers)****DRILLING AND SLOTTING EQUIPMENT**

★AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth, N.J.

Branches

in all

principal

cities.



BERRY Machine Co., 716 N. First St., St. Louis, Mo.
BLACK & Decker Mfg. Co., 760 Pennsylvania Ave., Towson 4, Md.
★CHALLENGE Mch. Co., Grand Haven, Mich.



GANE Brothers & Lane, Inc., 1355 W. Lake St., Chicago 7
★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
JONES, James H., Co., 808 W. Washington St., Chicago, Ill.
LASSCO Products, Inc., 485 Hague St., Rochester 6, N.Y.
★LAWSON, E. P., Co., Subsid. of Miehle-Goss-Dexter Corp., 426 W. 33rd St., New York 1
MICK, Walter, K., Co., 500 Robert St., St. Paul 1, Minn.
MULLER, Chas. A., Co., 153 Lafayette St., New York
★NYGREN-Dehley Co., Inc., 1422 W. Altgeld St., Chicago, Ill.
★PIONEER Mfg. Co., 1130 Nebraska Ave., Toledo 2, Ohio
SOUTHWORTH Machine Co., 30 Warren Ave., Portland, Me.
SUPER Speed Printing Machinery, Inc., 1712 East 27th St., Cleveland 14, Ohio
TURNER Printing Machinery, Inc., 6510 Euclid Ave., Cleveland 3
WALLIN Printers Supply Co., 309 S. 13th St., Omaha, Nebr.

DROSS SIFTER

MONOMELT Co., Inc., 1611 Polk St., N.E., Minneapolis 13, Minn.

DRY PLATE NEGATIVE MATERIALS

CHEMCO Photoproducts Co., Charles St., Glen Cove, N.Y.
CRAMER Dry Plate & Film Co., 1835 Shenandoah Ave., St. Louis 4, Mo.
CONSOLIDATED Hammer Dry Plate & Film Co., 2711 Miami St., St. Louis 18, Mo.

WHEN WRITING SUPPLY FIRMS KINDLY MENTION

EASTMAN Kodak Co., Rochester 4, N.Y.
 PHILLIPS & Jacobs, 622 Race St., Philadelphia
 WILLIAMS, Brown & Earle, 904 Chestnut St., Philadelphia, Pa.

DRYING CABINETS

- 1 Negatives & Prints
 - 2 Matrix & Stereotype
 - 3 Proofs
- ★AMSTERDAM Cont'l. Types & Graphic Eqp., Inc., 268 4th Ave., New York 10, N.Y.
- ★CHALLENGE Machinery Co., First St., Grand Haven, Mich.
- ★DAVIDSON Corp., Subsid. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
- DOUTHITT Corp., 680 E. Fort St., Detroit 26, Mich.
- GRAPHIC Arts Mfg. Corp., 22 Franklin Ave., Clifton, N.J.
- MASTER Etching Machine Co., Inc., 127 Greenwood Ave., Wyncote, Pa.
- PHILLIPS & Jacobs, 622 Race St., Philadelphia
- SIMPLEX Specialty Co., Inc., 116 W. 14th St., New York, N.Y.
- WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia
- ★VANDERCOOK & Sons, Inc., 3601 W. Touhy Ave., Chicago 45

DUPLICATORS AND SUPPLIES

DITTO, Inc., 6800 McCormick Rd., Chicago 45
 STANDARD Duplicating Machine Corp., 1935 Parkway, Everett, Mass.



EASELS, CARDBOARD

ALVIN Co., 215 W. 20th St., New York 11, N.Y.
 CONTINENTAL Can Co., 10 Main St., Kensington, Conn.
 FREEDMAN Die Cutters, Inc., 281 Lafayette St., New York 12, N.Y.

EDITION MARKERS, NEWSPAPER

★GOSS Printing Press Co., The, 1535 S. Paulina St., Chicago 8, Ill.

EGGSHELLING MACHINES

(See Embossing Machines, Roller)

EJECTOR PRESS PUNCHES

ACCURATE Steel Rule Die Mfrs., 22 W. 21st St., New York 10, N.Y.
 AMERICAN Fabricators, 22 W. 21st St., New York 10
 DUDLEY, Kenneth E. Co., Box 806, Hagerstown, Md.
 HELMOLD, J. F. & Bros., 1462 W. Shakespeare Ave., Chicago 14, Ill.
 MARKEL Rubber Products Inc., 514 Jackson Ave., New York 55, N.Y.
 ★RICHARDS, J. A. Co., The, 903 N. Pitcher St., Kalamazoo 13F, Mich.

ELECTRIC EYE REGISTER CONTROL

BECK, Chas., Machine Corp., 44 Church Road, King of Prussia, Pa.
 CAMERON Machine Co., 61 Popular St., Brooklyn 2
 ★CHAMPLAIN Co., Harrison Ave., Roseland, N.J.
 CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago
 ELECTRIC Eye Equipment Co., 1930 E. Fairchild St., Danville, Ill.
 GENERAL Electric Co., 1 River Rd., Schenectady 5, N.Y.
 POTDEVIN Machine Co., Inc., 226 North Street, Teterboro, N.J.
 SMITH & Winchester Mfg. Co., South Windham, Conn.
 WESTINGHOUSE Electric & Mfg. Co., E. Pittsburgh, Pa.

ELECTRICITY GENERATORS

ALLIS-Chalmers Mfg. Co., 1127 S. 70th St., Milwaukee 2, Wis.
 CATERPILLAR Tractor Co., Peoria, Ill.
 GENERAL Electric Co., 1 River Rd., Schenectady 5, N.Y.
 KATO Engineering Co., Mankato, Minn.
 RELIANCE Electric & Engineering Co., 1088 Ivanhoe Road, Cleveland 10, Ohio

ELECTRIC NEUTRALIZERS

(see Static Eliminators)

ELECTRONIC MOTOR CONTROLS

ALLEN-BRADLEY Co., 136 W. Greenfield Ave., Milwaukee, Wis.
 CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago
 CUTLER-Hammer, Inc., 315 N. 12th St., Milwaukee
 ELECTRON Equipment Corp., Box 229, South Pasadena, Calif.
 GENERAL Electric Co., 1 River Rd., Schenectady 5, N.Y.
 RELIANCE Electric & Engineering Co., 1088 Ivanhoe Road, Cleveland 10, Ohio

ELECTROTYPE BEARERS

★AMERICAN Steel Chase Co., 3131 48th Ave., Long Island City, N.Y.
 ECONOMY Printers Products Co., Inc., 609 S. La Salle St., Chicago 5, Ill.
 MONOMELT Co., Inc., 1611 Polk St., N.E., Minneapolis 13, Minn.
 PRINTERS Supply Service, 719 S. Dearborn St., Chicago

ELECTROTYPERS' PLATING EQUIPMENT

HANSON-Van Winkle-Munnings, Mattawan, N. J.
 OSTRANDER-Seymour Co., 1710 N. 25th St., Melrose Park, Ill.

ELEVATORS, PAPER HANDLING

(Tearing Machines)

AUTOMATIC Transportation Co., Div. of Yale & Towne Mfg. Co., 101 W. 87th St., Chicago, Ill.
 CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago
 EASTON Car & Construction Co., Easton, Pa.
 ECONOMY Engineering Co., 4511 W. Lake St., Chicago
 LINK-Belt Company, Prudential Plaza, Chicago 1, Ill.
 LEWIS-Shepard Products Inc., 239 Walnut St., Watertown 12, Mass.
 MARKET Forge Co., 109 Garvey St., Everett 49, Mass.
 PAASCHE Airbrush Co., 1909 Diversey Pkwy., Chicago 14, Ill.
 REVOLVATOR Co., 86th & Tonnelle Ave., North Bergen, N.Y.
 SOUTHWORTH Machine Co., 30 Warren Ave., Portland, Maine

EMBOSSING FOR THE TRADE

FAIR Publishing House, Schauss Ave., Norwalk, Ohio
 HESS & Young, 1118 N. 3rd St., Philadelphia 23

EMBOSSING MACHINES, ROLLER

(Eggshelling, Pebbling, Roughing and Strippling)

CAVAGNARO, John J., 5th & Essex Sts., Harrison, N. J.
 GREGGORY, Inc., 203 N. Wabash Ave., Chicago 1
 HUDSON-Sharp Machine Co., Subsid. of Food Machy. & Chem. Corp., Green Bay, Wis.
 KNOWLTON, M. D., Co., Rochester, N.Y.
 KOHLER System Co., 159 E. Chicago Ave., Chicago 11
 MARCONETTI, A. E., Inc., New York, N.Y.
 PAPER Converting Machine Co., 2300 S. Ashland, Green Bay, Wis.
 POTDEVIN Machine Co., Brooklyn 18, N.Y.
 RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 401 Central Ave., E. Rutherford, N.J.
 SANDY Hill Iron & Brass Works, 27 Allen St., Hudson Falls, N.Y.
 WALDRON, John, Corp., Box 791, New Brunswick, N.J.

EMBOSSING MACHINES, ROLLER,

ROLLS (Embossing Cylinders)

BINGHAM'S, Sam'l, Sons Mfg. Co., 636 Sherman St., Chicago 5, Ill.
 GREGGORY, Inc., 203 N. Wabash Ave., Chicago 1
 HUDSON-Sharp Machine Co., Subsid. of Food Machy. & Chem. Corp., Green Bay, Wis.
 INTA-ROTO Machine Co., Inta-Roto Eng. Corp., P.O. Box 454, Richmond 3, Va.
 SANDY Hill Iron & Brass Works, 27 Allen St., Hudson Falls, N.Y.
 STONE, Thos. & George M., 502 Mulberry St., Newark 5, N. J.

EMBOSSING MACHINES, UPRIGHT

CRAFTSMEN Machinery Co., 75 W. Dedham St., Boston
 EMBOSSOGRAPH Corp., 38 W. 21st St., New York 10
 GREGGORY, Inc., 203 N. Wabash Ave., Chicago 1
 PAPER Converting Machine Co., 2300 S. Ashland, Green Bay, Wis.
 PARSONS & Whitmore, Inc., 250 Park Avenue, New York 17, N.Y.
 ★SHERIDAN, T. W. & C. B., Co., 220 Church St., New York 13, N.Y.

EMPLOYMENT SERVICE

★GRAPHIC Arts Employment Service, 307 E 4th St., Cincinnati, Ohio

ENGRAVED STATIONERY FOR THE TRADE

ANTIOCH Bookplate Co., Yellow Springs, Ohio
 MANHATTAN Announcement Co., 140 W. 22nd St., New York City
 MORGAN Engraving Co., 1833 Levee St., Dallas 7
 SUGRIST Engraving Co., 924 Oak St., Kansas City 42, Missouri
 STAUDER Engraving Co., 4130 Belmont Ave., Chicago
 WILL Ecker & Co., 414 N. 12th St., St. Louis 1

ENGRAVING MACHINES FOR

METAL, BANK NOTES, etc.

★AMSTERDAM Cont'l. Types & Graphic Eqp., Inc., 268 4th Ave., New York 10, N.Y.
 CHEMCO Photoproducts Co., Charles St., Glen Cove, N.Y.
 CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22
 CRONITE Co., 88th St. & Hudson Blvd., North Bergen, N. J.

ENGRAVING MACHINES FOR PLASTIC PLATES

CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22
 ★FAIRCHILD Camera & Instrument Corp., Fairchild Drive, Plainview, N.Y.

ENGRAVING PANTAGRAPH, MACHINE FOR WOOD

OLSEN Mark Corp., 124 White St., New York 13, N.Y.
 STONE, Thos. & George M., 502 Mulberry St., Newark 5, N. J.

ENVELOPE MAKING MACHINES

LESTER & Wasley Co., Inc., 513 N. Main St., Norwich, Conn.
 MOORE, Kenneth J. & Co., 1778 W. Estes Ave., Chicago
 ★PEARCE Development Co., 1606 East 30th St., Cleveland 14, Ohio
 SMITHE, F. L. Co., 633 W. 44th St., New York, N.Y.
 STANDARD Duplicating Machines Corp., 1935 Reverse Bench Pkwy., Everett 49, Mass.
 STAUDE, E. G., Div., The Sperry Corp., 2675 University Ave., St. Paul 4, Minn.

ENVELOPE MANUFACTURERS

(see Paper Listings)

ENVELOPE OPENERS

★CHESHIRE, Inc., 1644 N. Honore St., Chicago 22
 FRIDEN, Inc., San Leandro, Calif.
 ★PITNEY-Bowes, Inc., 757 Pacific St., Stamford, Conn.

ENVELOPE SEALING MACHINES

AMSCO Packaging Mch'y. Co., 31-31 48th Ave., Long Island City, N.Y.
 FRIDEN, Inc., San Leandro, Calif.
 ★PITNEY-Bowes, Inc., 757 Pacific St., Stamford, Conn.
 SEAL-O-Matic Dispenser Corp., 169 Murray St., Newark, N.J.
 STANDARD Duplicating Machines Corp., 1935 Pkwy., Everett 49, Mass.

ESTIMATING GUIDES

- 1 Ink Consumption
 - 2 Job Printing Cost
 - 3 Paper
 - 4 Type Conversion Rules
- ★BALDWIN Paper Co., 233 Spring St., New York
- HOCH, Fred W., Associates, Inc., 461 Eighth Ave., New York 1, N.Y.
- ★PORTE Publishing Co., 952 E. 21st South St., Salt Lake City 6, Utah
- ★SEAL-O-Matic Dispenser Corp., 169 Murray, Newark 5, N.J.
- ★SINCLAIR & Valentine, 611 W. 129th St., New York

ETCHES, STEEL and COPPER PLATE

CRONITE Co., The, 88th & Hudson Blvd., North Bergen, N. J.
 PHILLIPS & Jacobs, 622 Race St., Philadelphia 6
 VARN Products Co., Inc., 26-13 123rd St., Flushing 54, N.Y.

ETCHING MACHINES

★AMSTERDAM Continental, 268-274 Fourth Ave., New York 10
 AURORA School of Photoengraving, Aurora, Mo.
 BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave., Boston, Mass.
 BROWN, W. A., Mfg. Co., 2035 Charleston Ave., Chicago 47, Ill.
 CHEMCO Photoproducts Co., Charles St., Glen Cove, N.Y.
 CRONITE Co., The, 88th & Hudson Blvd., North Bergen, N. J.
 DOUTHITT Corp., The, 680 E. Fort St., Detroit 26
 EMBOSSOGRAPH Corp., 38 W. 21st St., New York 10
 HOLMSTROM, Axel, Etching Machines, 321 Walnut St., Philadelphia, Pa.
 MASTER Etching Machine Co., Inc., 127 Greenwood Ave., Wyncote, Pa.
 OSTRANDER-Seymour Co., 1710 N. 25th Ave., Melrose Park, Ill.
 PHILLIPS & Jacobs, 622 Race St., Philadelphia
 ★ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31, Ill.
 SUTLEBARGER, E. T., Co., 114 Liberty St., New York 6
 TASOPE Co., Aurora, Mo.
 U. S. Stoneware Co., 60 E 42nd St., New York 17

ETCHING MACHINES for MARKING

IDEAL Industries, Inc., 5065 Park Ave., Sycamore, Ill.

EXHAUST SYSTEMS

DE VILBISSE Co., 300 Phillips Ave., Toledo, Ohio
 PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co., 1905 Diversey Parkway, Chicago 14, Ill.

EYELETTERING, BRASS

FREEDMAN Die Cutters, Inc., 281 Lafayette St., New York 12, N.Y.
 STANDARD Tag Co., 65 Duane St., New York 7

EYELETTING MACHINES

BATES Mfg. Co., 30 Vesey St., New York 7, N.Y.
 ★GRAEBER Stringing & Wiring Machine Co., Div. of New Era Mfg. Co., Box 400, Hawthorne, N.J.
 MAKATAG Co., 2 Linden St., Reading, Mass.
 UNITED Shoe Machinery Corp., 140 Federal St., Boston
 WAKEFIELD Machine Co., Inc., Wakefield, Mass.

EYELETS

AMERICAN Brass Co., Waterbury 20, Conn.
 BATES Mfg. Co., 30 Vesey St., New York 7
 STIMPSON, Edwin B., Co., Inc., 70 Franklin Ave., Brooklyn 3, N.Y.
 UNITED Shoe Machinery Corp., 140 Federal St., Boston

EYELETS, TELESCOPIC (Plastic)

KIRK, F. J., Molding Co., Brook St., Clinton, Mass.



FANS, PRESS ROLLER COOLING

AMERICAN Blower Corp., Box 58, Roosevelt Park Annex, Detroit 13, Mich.
 ILG Electric Ventilating Co., 2850 N. Crawford Ave., Chicago 41, Ill.
 TRANE Co., 2nd & Cameron Ave., La Crosse, Wis.

FANS, PROPELLER

AMERICAN Blower Div., American-Standard, 8111 Tireman Ave., Detroit 32, Mich.
 BINKS Mfg. Co., 3124 W. Carroll Ave., Chicago 12, Ill.
 BUFFALO Forge Co., 490 Broadway, Buffalo 4
 DeWILBESS Co., 300 Phillips Ave., Toledo 1, Ohio
 EMERSON Electric Mfg. Co., 8100 Florissant, St. Louis
 ILG Electric Ventilating Co., 2850 N. Crawford Ave., Chicago 41, Ill.
 TRANE Co., 2nd & Cameron Ave., La Crosse, Wis.
 WESTINGHOUSE Electric Corp., P. O. Box 868, Pittsburgh, Pa.

FANS, VENTILATING

AMERICAN Blower Div., American-Standard, 8111 Tireman Ave., Detroit 32, Mich.
 BUFFALO Forge Co., 490 Broadway, Buffalo 4
 DeWILBESS Co., 300 Phillips Ave., Toledo 1, Ohio
 DOUTHITT Corp., 680 E. Fort St., Detroit 26
 EMERSON Electric Mfg. Co., 8100 Florissant, St. Louis
 GENERAL Electric Co., 1 River Rd., Schenectady
 ILG Electric Ventilating Co., 2850 N. Crawford Ave., Chicago 41, Ill.
 PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co., 1905 Diversey Parkway, Chicago 14, Ill.
 TRANE Co., The, La Crosse, Wis.
 WESTINGHOUSE Electric Corp., P. O. Box 868, Pittsburgh, Pa.
 WING, L. J., Mfg. Co., 154 W. 14th St., New York

FASTENERS, PAPER

BOSTITCH, Inc., E. Greenwich, Rhode Island
 DENNISON Mfg. Co., 300 Howard St., Framingham, Mass.
 HELLER Corp., The, 2135 Superior Ave., Cleveland 6
 STIMPSON, Edwin B., Co., Inc., 70 Franklin Ave., Brooklyn 5, N.Y.
 SOUTHWORTH Machine Co., 30 Warren Ave., Portland, Maine
 WILSON Jones Co., 209 S. Jefferson St., Chicago 6, Ill.

FEATHER EDGING MACHINES

LESTER & Wesley Co., 513 N. Main St., Norwich, Conn.

FEEDERS

- 1 Cardboard Feeders
- 2 Cylinder Press Feeders
- 3 Envelope Feeder (Two-up)
- 4 Folding Machine
- 5 Gunning Machine
- 6 Perforating Machine
- 7 Platen Press
- 8 Roll Leaf
- 9 Roll Paper
- 10 Ruling Machine
- 11 Rotary Press, Sheet-fed
- 12 Stream Feeders

1 2 3 4 5 6 7 8 9 10 11
 ADDRESSOGRAPH-Multigraph Corp., 1200 Babbitt Road, Cleveland, Ohio

ALVIN Co., 215 W. 20th St., New York 11, N.Y.

ALTAIR Machinery Corp., 55 Vandam St., New York

1 2 3 4 5 6 7 8 9 10 11
 ★AMSTERDAM Cont'l. Types & Graphic Exp., Inc., 268 4th Ave., New York 10, N.Y.

12
 BARKLEY & Dexter, 50 Frankfort St., Fitchburg, Mass.

★BAUM, Russell Ernest, 615 Chestnut St., Philadelphia

BERRY Machine Co., 716 N. First St., St. Louis 2, Mo.

1 2
 ★BRANDTJEN & Kluge, Inc., Gaultier St. & Como Ave., St. Paul, Minn.

CAMERON Machine Co., 61 Poplar St., Brooklyn 2, N.Y.

CHAMBERS Bros. Co., 52nd & Media Sts., Philadelphia

1 2

1 2 3 4 5 6 7 8 9 10 11

★CHANDLER & Price Co., 6000 Carnegie Ave., Cleveland 3, Ohio

1 2 3 7

★CHESHIRE, Inc., 1644 N. Honore St., Chicago 22, Ill.

★COTTRELL Co., Subsid. of Harris-Intertype Corp., Box 515, Westerly, R.I.

9 11

★DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5, N.Y.

2 11

★DEXTER Co., Div. of Miehle-Goss-Dexter Corp., 2011 W. Hastings St., Chicago 8

1 2 4 11

12
 GENERAL Research & Supply Co., 527 S. Division St., Grand Rapids, Mich.

1 2

GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 E. 21st St., New York 10

8

HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa.

1 4 5 6 9 10

KOHLER Systems Company, 159 E. Chicago Ave., Chicago 11, Illinois

9

McADAMS, John, & Sons, Inc., 20 Knight St., Norwalk, Conn.

9 10 11

★MAGNACRAFT Mfg. Co., 7739 S. Kedzie Ave., Chicago

3 9

12
 MOORE, Kenneth J. & Co., 1778 W. Estes Ave., Chicago

26

NAGEL-Ryan Mfg. Co., Inc., 4363 Woodward Ave., Royal Oak, Mich.

9

NEW Jersey Machine Corp., Hoboken, N.J.

5

PEERLESS Roll Leaf Co., Inc., 4511 New York Ave., Union City, N.J.

8

SCOTT, Walter, & Co., 535 South Ave., Plainfield, N.J.

9

SEAL-O-Matic Dispenser Corp., 169 Murray St., Newark 5, N.J.

5

SPECIALTY Automatic Machine Co., 88 Garrish Ave., Chelsea 50, Mass.

4 11

★STANFORD Engineering Co., Salem, Ill.

★STOLP-Gore Co., Inc., 123 S. Jefferson, Chicago 14

4

SUPER Speed Printing Machinery, Inc., 1712 E. 27th St., Cleveland 14, Ohio

1 2 4

12
 TURNER Printing Machinery, Inc., 6510 Euclid Ave., Cleveland 3, Ohio

1 2 4

★TYPE & Press of Illinois, 3312 N. Ravenswood, Chicago

1 2 12

FEEDERS, METAL (Composing Machines)

★AMSTERDAM Continental, 268-274 Fourth Ave., New York 10

★INTERTYPE Co., Div. of Harris-Intertype Corp., 360 Furman St., Brooklyn 2, N.Y.

LINOTYPE Maintenance Co., 277 Broadway, New York 7, N.Y.

MARGACH Mfg. Co., Inc., 82 Beekman St., New York

★MERGENTHALER Linotype Co., 29 Ryerson St., Brooklyn 5, N.Y.

MISSOURI-Central Type Foundry, 705 E. Murdock, Wichita, Kansas

MONOMELT Co., Inc., 1611 Polk St., N.E., Minneapolis 13, Minn.

MONTGOMERY Co. Inc., P.O. Box 309, Towanda, Pa.

STAR Parts Inc., 2 S. Main St., So. Hackensack, N.J.

STREAMLINE Metal Feeder Co., 106 Walker St., New York 13, N.Y.

TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn

UNITED American Metals Eastern Div., 970 Meeker Ave., Brooklyn 22, N.Y.

1 2

FEEDING ATTACHMENTS,

CARBON FORMS

STANDARD Register Co., 626 Albany St., Dayton 1, O.

FILM CEMENT

CHEMCO Photoproducts Co., Charles St., Glen Cove, N.Y.

LOX Mfg. Co., 3310 E. 31st St., Kansas City 3, Mo.

PHILLIPS & Jacobs, 622 Race St., Philadelphia

WILLIAMS, Brown & Earle, 904 Chestnut St., Philadelphia, Pa.

FILM CLEANERS FOR PLATEMAKERS

★ANCHOR Chemical Co., 829 Bergen St., Brooklyn 38, N.Y.



FILM GUIDE MACHINES

YOUNG Engineering Co., 2429 N. Sheffield, Chicago

FILM FOR PLATEMAKING

★ANSKO, 40 Charles St., Binghamton, N.Y.

CHEMCO Photoproducts Co., Charles St., Glen Cove, N.Y.

★DU PONT, E. I. de Nemours, 1428 Nemours Bldg., Wilmington 98, Del.

EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.

★PITMAN, Harold M. Co., 33rd St. & 51st Ave., Chicago 50

**CHEMICALS
EQUIPMENT
SUPPLIES**

HAROLD M. PITMAN CO.

51ST AVE. AND 33RD ST. CHICAGO 50, ILL.
 515 SECAUCUS ROAD EXT. SECAUCUS, N. J.
 BRANCHES: CLEVELAND & NEW YORK

FILM HOLDERS

BROWN Coating Ept. Co., Wellston, Ohio

★DOUTHITT Corporation, 680 E. Fort St., Detroit

★ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31, Ill.

WILLIAMS, Brown & Earle, 904 Chestnut St., Philadelphia, Pa.

FILM, PAPER, PLATES

ANSKO, 40 Charles St., Binghamton, N.Y.

CALIFORNIA Ink Co., Inc., 545 Sansome, San Francisco

CHEMCO Photoproducts Co., Charles St., Glen Cove, N.Y.

CONSOLIDATED Hammer Dry Plate & Film Co., 2711 Miami St., St. Louis 18, Mo.

CRAMER Dry Plate & Film Co., 1853 Shenandoah Ave., St. Louis, Mo.

DEFENDER Photo Supply, Inc., 666 Driving Park Ave., Rochester, N.Y.

DI-NOC Chemical Arts, Inc., Photographic Div., 1700 London Road, Cleveland, Ohio

DOUTHITT Corp., 680 E. Fort St., Detroit 26

★DU PONT, E. I. de Nemours Photo Products Dept. 1428 Nemours Bldg., Wilmington 98, Del.

EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.

GEVAERT Co. of America, Inc., 423 W. 55th St., New York, N.Y.

★HALOID Xerox, Inc., 53-219 Haloid St., Rochester, N.Y.

ILFORD, Limited, 37 W. 65th St., New York 23, N.Y.

PHILLIPS & Jacobs, 622 Race St., Philadelphia

SULLIBARGER, E. T., Co., 114 Liberty St., New York 6

WILLIAMS, Brown & Earle, Inc., 904 Chestnut St., Philadelphia 7, Pa.

FINISHING EQUIPMENT, ELECTROTYPERS' AND STEREOTYPES'

★COTTRELL Co., Subsid. of Harris-Intertype Corp., Box 515, Westerly, R.I.

★GOSS Co., Div. of Miehle-Goss-Dexter Corp., 5601 W. 31st St., Chicago 50

★HDE, R. & Co., Inc., 910 E. 138th St., New York

OSTRANDER-Seymour Co., 1710 N. 25th Ave., Melrose Park, Ill.

★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.

SHAW Machine & Tool Co., 1151 Temple, Los Angeles

WESEL Mfg. Co., 1141 N. Washington Ave., Scranton, Pa.

FIRE EXTINGUISHERS AND REFILLS

AMERICAN-La France Div. of Sterling Precision Corp., 158 La France St., Elmira, N.Y.

ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38

DIENER, Geo. W., Mfg. Co., 400 N. Monticello, Chicago 24, Ill.

PYRENE Mfg. Co., 560 Belmont Ave., Newark 8

RANDOLPH Laboratories, Inc., 8 E. Kinzie St., Chicago

WIL-X Mfg. Co., subsidiary, Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn, N.Y.

FLANNELS

BEST, Edward, & Co., 210 Lincoln St., Boston, Mass.

CORKPAK Co., 70 Argyle Ave., New Rochelle, N.Y.

GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17

GODFREY Roller Co., 211 N. Camac St., Philadelphia

HOUSE, Chas. W., & Sons, Inc., 505 5th Ave., New York 17, N.Y.

ROBERTS & Porter, Inc., 555 W. Adams St., Chicago

★SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New York 13, N.Y.

★SINCLAIR & Valentine Co., 611 W. 129th St., New York

FLEXOGRAPHIC INKS

(see Inks—Special)



FLOCK

CELLUSUEDE Products, Inc., 500 N. Madison St., Rockford, Ill.
 CLAREMONT Flock Corp., 169 Main St., Claremont, N.H.
 ★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10, Ill.
 RAYON Processing Co., 1 Moshassuck, Pawtucket, R.I.

FLOCK PRINTING SUPPLIES

CELLUSUEDE Products, Inc., 500 N. Madison St., Rockford, Ill.
 ★NAZ-Dar Co., 469 Milwaukee Ave., Chicago 10
 ★SINCLAIR & Valentine Co., 611 W. 129th St., New York

FLOORING

JENNISON-Wright Corp., 2463 Broadway, Toledo
 STONHARD Company, 1306 Spring Garden St., Philadelphia 11, Pa.
 UNITED STATES Rubber Co., 1230 Ave. of the Americas, New York 20
 U. S. Stoneware Co., 60 E. 42nd St., New York 17, N.Y.

FLUORESCENT and PHOSPHORESCENT PRODUCTS

BROWN, W. A. Mfg. Co., 608 S. Dearborn St., Chicago 5
 CAMDEN Ink & Color Co., 1001 Market St., Camden, N.J.
 ★CENTRAL Compounding Co., 1718 N. Damen Ave., Chicago
 CONTINENTAL Lithograph Corp., 952 E. 72nd St., Cleveland 8, Ohio
 CRAFTINT Mfg. Co., 1615 Collamer St., Cleveland 13
 FRINK, Corp., The, 27-01 Bridge Plaza North, Long Island City, N.Y.
 ★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10, Ill.
 RADIANT Color Co., 830 Isabella St., Oakland 7, Calif.
 SHANNON Luminous Materials Co., 7356 Santa Monica Blvd., Hollywood 46, Calif.
 SWITZER Brothers, Inc., 4732 St. Clair Ave., Cleveland
 U.S. RADIUM Corporation, Morristown, N.J.

FLUORESCENT PROCESS—COLOR CORRECTION

FRINK, Corp., The, 27-01 Bridge Plaza North, Long Island City, N.Y.
 ROSCO Laboratories, 29 Moore St., Brooklyn

FLYING PASTERS FOR PRESSES

CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago 32, Ill.
 FORD Instrument Co., 31-10 Thomson Ave., Long Island City 10, N.Y.
 ★GOSS Co., Div. of Miehle-Goss-Dexter Corp., 5601 W. 31st St., Chicago 50
 ★HOE, R. & Co., Inc., 910 E. 138th St., New York
 KOHLER System Co., 159 E. Chicago Ave., Chicago
 WOOD Newspaper Machinery Corp., 501 Fifth Ave., New York 17, N.Y.

FOIL AND LEAF

1 Aluminum or Bronze Powder
 2 Aluminum Foil, Plain and Colored
 3 Copper Foil
 4 Colored Gold Foil and Leaf
 5 Gold Leaf, Roll
 6 Gold Leaf, Sheet and Aluminum Leaf, Sheet and Roll
 7 Imitation Gold Foil and Leaf
 8 Lead and Tin Foil
 9 Palladium Leaf
 10 Plastic Marking Foil and Leaf
 11 Silver Foil and Leaf
 1 2 3 4 5 6 7 8 9 10 11
 All Purpose Roll Leaf Corp., 37 W. Century Road, Paramus, N.Y.
 2 3 4 5 6 7 10
 ALLIED Finishing Specialties, 2639 W. Grand Ave., Chicago 12, Ill.
 1 2 5
 ALUMINUM Co. of America, 1501 Alcoa Bldg., Pittsburgh 19, Pa.
 1 2 6
 ATLANTIC Powdered Metals, Inc., 38 Park Row, New York 1, N.Y.
 1 11
 BELMONT Smelting & Refining Works, 330 Belmont Ave., Brooklyn 7
 1 8
 ★BLATCHFORD Div. National Lead Co., 111 Broadway, New York
 8
 BOTH, O. A., Corp., Nickerson Rd., Ashland, Mass.
 1 2
 COCHRAN FOIL Corp., Subs. of Anaconda Co., Dept. P-11, 1430 S. 13th St., Louisville 10, Ky.
 2 7
 COE, W. H. Mfg. Co., 5414 W. Madison, Chicago, Ill.
 4 5 6 7 10 11
 ★COUGHLIN Mfg. Co., 697-699 E. 132nd St., New York 54, N.Y.
 2 4 5 6 7 11



- GENUINE GOLD
- IMITATION GOLD
- ALUMINUM
- PIGMENT COLORS

COUGHLIN MANUFACTURING COMPANY
 697-699 E. 132nd St. New York 54, N. Y.

1 2 3 4 5 6 7 8 9 10 11
 EMBOSSOGRAF Corp., 38 West 21st St., New York
 4 5 6 7
 FEDERATED Metals Div., American Smelting & Refining Co., 120 Broadway, New York 15, N.Y.
 7
 GANE Brothers & Lane, Inc., 1355 W. Lake St., Chicago 10, Ill.
 10 11
 GOLD Leaf & Metallic Powders, Inc., 145 Nassau St., New York 38, N.Y.
 1 5 6 11
 GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 East 21st St., New York 10, N.Y.
 3 4 6 7 10 11
 HASTINGS & Co., Inc., 2314 Market St., Philadelphia 3
 4 5 6 7 9 10 11
 ILLINOIS Bronze Powder Co., 2023 S. Clark St., Chicago 16, Ill.
 6 7
 JOHNSTON Foil Mfg. Co., 6100 S. Broadway, St. Louis 2
 4
 KINGSLEY Stamping Machine Co., 850 Caluenga Blvd., Hollywood 38, Calif.
 2 3 4 5 6 9 10
 McLAUGHLIN, Wm. J., & Co., 256-70 S. 23rd St., Philadelphia 3
 1 2 3 4 5 6 7 10 11
 NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10, Ill.
 OLSEN-Mark Corp., 124 White St., New York 13, N.Y.
 2 4 5 6 7 10 11
 PEERLESS Roll Leaf Co., Inc., 4511 New York Ave., Union City, N.J.
 2 3 4 5 6 7 9 10 11
 REVERE Copper & Brass, Inc., 230 Park Ave., New York 2
 3
 REYNOLDS Metals Co., 2500 S. Third St., Louisville, Kentucky
 2 4 7 8
 SWIFT, M. & Sons, Inc., 10 Love Lane, Hartford, Conn.
 2 3 4 5 6 7 10 11
 SWITZER Brothers, Inc., 4732 St. Clair Ave., Cleveland 4a
 WEHRUNG & Billmeier Co., 3624 Lincoln Ave., Chicago 1
 5 6 9 11

FOIL, ELECTROTYPERS'

DIVISION Lead Co., 7742 W. 61st Place, Summit, Ill.
 FEDERATED Metals Div., American Smelting & Refining Co., 120 Broadway, New York 15, N.Y.
 JOHNSTON Foil Mfg. Co., 6100 S. Broadway, St. Louis, Mo.
 REYNOLDS Metals Co., 2500 S. Third St., Louisville, Kentucky
 UNITED American Metals Eastern Div., 970 Meeker Ave., Brooklyn 22, N.Y.

FOLDING MACHINES AND PRESS-ATTACHED FOLDERS

1 Folding Machines, Commercial Job
 2 Folding Machines, Fanfold
 3 Folding Machines, Letter
 4 Folding Machines, Magazine
 5 Folding Machines, Newspaper
 6 Folding Machines, Quire & Section
 7 Folders (press-attached), Magazine
 8 Folders (press-attached), Newspaper
 9 Folders, Specialty
 1 2 3 4 5 6 7 8 9
 ADDRESSING Machine & Equip. Co., 326 Broadway, New York 7, N.Y.
 3
 ADDRESSOGRAPH-Multigraph Corp., 1200 Babbitt Rd., Cleveland, Ohio
 3
 ★AMERICAN Type Founders, Inc., 200 Elmore Ave., Elizabeth, N.J.
 1 4
 ★AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 268 4th Ave., New York 10, N.Y.
 1 9
 ANDERSON, C. F. & Co., 3225 Calumet Ave., Chicago 9
 1
 BABCOCK Printing Press Corp., 800 Waynesburg Rd., S. E. Canton 1, Ohio
 7 8 9
 BARKLEY & Dexter, 50 Frankfort St., Fitchburg, Mass.
 9
 ★BAUM, Russell Ernest, 615 Chestnut St., Philadelphia 1
 3 4 5
 BROWN Folding Machine Co., 3767 Chester Ave., Cleveland 14, Ohio
 1 3 4 5 9
 ★CHALLENGE Machinery Co., First St., Grand Haven, Mich.
 1 2 3
 CHAMBERS Bros. Co., 52nd & Media Sts., Philadelphia, Pa.
 9
 ★COTTRELL Co., Subsid. of Harris-Intertype Corp., Box 515, Westerly, R.I.
 7 9
 ★DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5, N.Y.
 1 3
 ★DEXTER Co., Div. of Miehle-Goss-Dexter Corp., 2011 W. Hastings St., Chicago 8
 1 3 4 5 7 9
 EMPIRE Metal Co., 820 E. Water St., Syracuse 3, N.Y.
 7
 ★GOSS Co., Div. of Miehle-Goss-Dexter Corp., 5601 W. 31st St., Chicago 50
 7 8
 ★HOE, R. & Co., 910 E. 138th St., New York 54, N.Y.
 7 8

1 2 3 4 5 6 7 8 9
 KOHLER System Co., 159 E. Chicago Ave., Chicago 11
 7 9
 McADAMS, John & Son, 20 Knight St., Norwalk, Conn.
 6
 ★MACEY Co., subid. of Harris-Intertype Corp., 5350 W. 130th St., Cleveland 30
 9
 MENDES, J. Curry, Corp., 1 Curry Lane, Canton, Mass.
 MILLER-Trojan Co., 1083 W. Main St., Troy, Ohio
 3
 MODERN Equipment Co., 2011 Cumming St., Omaha 2, Neb.
 5 8
 MOTTER'S George F., Sons, 132 S. Pershing Ave., York, Pa.
 4 5 7 9
 NELSON, C. B., & Co., 508 S. Kolmar Ave., Chicago 9
 PAPER Converting Mach. Co., Inc., 2300 S. Ashland, Green Bay, Wis.
 9
 PITNEY-Bowes, Inc., Walnut & Pacific Sts., Stamford, Conn.
 3
 ★SCHRIBER Mach. Co., 4900 Webster St., Dayton, Ohio 2
 9
 STAUDE, E. G., Div., the Sperry Corp., 2675 University Ave., St. Paul 4, Minn.
 9
 STRICKLAND, J. T., 615 Chestnut St., Philadelphia 6
 WALDRON, John, Corp., P.O. Box 791, New Brunswick, N.J.
 9
 ★WESTERN Printing Mch. Co., 3519 N. Spaulding Ave., Chicago, Illinois 7 9

FORMERS AND SCORCHERS

BATES Mfg. Co., 30 Vesey St., New York 7, N.Y.
 ★GOSS Co., Div. of Miehle-Goss-Dexter Corp., 5601 W. 31st St., Chicago 50
 HAMMOND Machinery Builders, Inc., 1600 Douglas Ave., Kalamazoo 54, Mich.
 ★HOE, R. & Co., Inc., 910 E. 138th St., New York
 NOLAN Corporation, 1333 E. Dominick St., Rome, N.Y.
 PRINTING Equipment Corp., N. Republic Ave., Joliet, Illinois
 SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Calif.
 STA-HI Corporation, 1235 W. Washington Blvd., Whittier, Calif.
 STEREOEX Co., Newburyport, Mass.
 STEREO TYPE Equipment Co., 2062 Elston Ave., Chicago

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 BAR-PLATE Mfg. Co., Boston Post Road, Orange, Conn.
 ★COTTRELL Co., Subsid. of Harris-Intertype Corp., Box 515, Westerly, R.I.
 DAYTON Rubber Co., 2342 W. Riverview Ave., Dayton, Ohio
 ★HOE, R. & Co., 910 E. 138th St., New York 54
 ★PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio

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 ★GOSS Co., Div. of Miehle-Goss-Dexter Corp., 5601 W. 31st St., Chicago 50
 ★HOE, R. & Co., Inc., 910 E. 138th St., New York 54
 NORTHWEST Type Foundry, 6504 Walker St., Minneapolis 26

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 BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave., Boston, Mass.
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 GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17
 ★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E 71st St., Cleveland 5
 HILL-Mentschel Co., 3928 Clayton Ave., St. Louis 11
 ★INTERCHEMICAL Corp., Printing Ink Division, 67 W. 44th St., New York 19, N.Y.
 ★LITHO Chemical & Supply Co., 46 Harriet Pl., Lynbrook, L.I., N.Y.
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 INDEPENDENT Electric Machinery Co., 300 Southwest Blvd., Kansas City 8, Mo.
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 ★INTERTYPE Co., Div. of Harris-Intertype Corp., 360 Furman St., Brooklyn 2
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 JOHNSON Gas Appliance Co., 520 "E" Ave., Cedar Rapids, Iowa
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 LINOTYPE Maintenance Co., 277 Broadway, New York 7
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 SURFACE Combustion, Toledo 1, Ohio
 1
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 3
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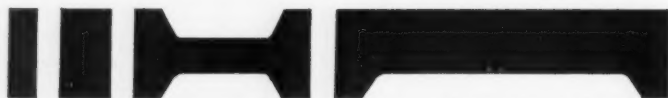
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HUMIDORS, MATRIX, STEREOTYPE

- HAMILTON Tool Co., 900 Hanover St., Hamilton, Ohio
- SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Calif.
- STEREOTYPE Equipment Co., 2062 Elston Ave., Chicago

IMAGE REVERSERS, STRAIGHT LINE

- CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22
- GELB, Company, Joseph, 52 Arlington St., Newark 2, N.J.
- HUEBNER Graphic Arts Consultants, 102 N. Mamaroneck, Mamaroneck, N.Y.
- PICTORIAL Machinery Ltd., Crawley, Sussex, England

IMAGE REVERSING LENSES,
STRAIGHT LINE

- ★AMSTERDAM Continental Types & Graphic Equipment Inc., 268 Fourth Ave., New York 10, N.Y.
- HUEBNER Graphic Arts Consultants, 102 N. Mamaroneck, Mamaroneck, N.Y.

IMPRESSION LEAD, ELECTRO-
TYPERS'

- ★BLATCHFORD Division National Lead Co., 111 Broadway, New York, N.Y.
- DIVISION Lead Co., 7742 W. 61st Place, Summit, Ill.
- REYNOLDS Metals Co., 2500 S. Third St., Louisville, Ky.

INDEX CUTTING MACHINES

- CRAWLEY Book Machinery Co., 328 Keturah St., Newport, Ky.
- MONTGOMERY Co. Inc., Box 309, Towanda, Pa.
- MULLER, Chas. A., Co., 153 Lafayette St., New York
- ★NYGREN-Dahly Co., 1422 W. Altgeld St., Chicago, Ill.
- SOUTHWORTH Machine Co., Inc., 30 Warren Ave., Portland, Me.

INDEX TABS

- ★AIGNER, G. J., Co., 426 S. Clinton St., Chicago 7
- BUCHAN, Loosleaf Records Co., 420 S. Penn St., Clifton Heights, Pa.
- DENNISON Manufacturing Co., Framingham, Mass.
- INDEX Sales Corp., 1313 W. Congress St., Chicago 7
- MELIND, Louis, Company, 362 W. Chicago Ave., Chicago 10, Ill.
- SPEED Products Co., 32-01 Queens Blvd., Long Island City, N.Y.
- WILSON Jones Co., 209 S. Jefferson St., Chicago 6, Ill.

INK-ADJUSTING COMPOUNDS

- ★AMSTERDAM Continental, 268-276 Fourth Ave., New York 10
- ★ANCHOR Chemical Co., Inc., 829 Bergen St., Brooklyn
- ANDERSON-Prichard Oil Corp., 1000 Liberty Bank Bldg., Oklahoma City 2, Okla.
- BARTA-Griffin Co., 72 Commercial St., Worcester 1, Mass.
- BOWERS Printing Ink Co., 2655 W. Irving Park Rd., Chicago 18, Ill.
- BRADEN Sulphur Ink Co., 3650 E. 93rd St., Cleveland
- BRAZNEILL Co., 2227 Walnut St., Louis 3, Mo.
- BUCKEYE Printing Ink Co., 480 S. Pearl St., Columbus 15, Ohio
- CALIFORNIA Ink Co., Inc., 545 Sansome St., San Francisco 11, Calif.
- ★CENTRAL Compounding Co., 1718 N. Damen Ave., Chicago 47, Ill.
- CHEMICAL Color & Supply Co., Div. Sun Chemical Co., 2820 W. Grand Ave., Chicago, Ill.
- CRESCENT Ink & Color Co. of Pa., 464 N. Fifth St., Philadelphia 23, Pa.
- EAGLE Printing Ink Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y.
- FINNE-DETRICK, Inc., 415 W. 55th St., New York 19
- ★FLINT Ink Corp., 2546 Clark Ave., Detroit 9, Mich.
- GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn 1, N.Y.

- GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17
- HERRICK, William Co., Ink Co., Maple St. & Erie R.R., East Rutherford, N.J.
- HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 11
- INCO Co., 2372 W. 7th St., Cleveland, Ohio
- INDIANA Chemical & Mfg. Co., 517 S. Alabama St., Indianapolis 4, Ind.
- ★INTERCHEMICAL Corp., Printing Ink Division, 67 W. 44th St., New York 36, N.Y.



- KELLY, E. J., Co., Div. Sun Chemical Corp., 1807 N. Pitcher St., Kalamazoo 13F, Mich.
- KOHL & Madden Printing Ink Co., 1132 S. Jefferson St., Chicago 7, Ill.
- LEVY, Fredk. H., Co., Inc., 380 Madison Avenue, New York 17, N.Y.
- MC CUTCHEON Bros. & Quality, Inc., 2653 N. Reese St., Philadelphia, Pa.
- MEINERS, Bernhard, Inc., 265 Canal St., New York 13
- NO OFF-SET Co., 4012 Elfin Ave., Louisville 7, Ky.
- PECK, James I., 47 High St., W. Orange, N.J.
- RADIANT Color Co., 830 Isabella St., Oakland 7, Calif.
- ROBERTS, Lewis, Co., 72 Union St., Newark 5, N.J.
- RUESCH Co., 649 N. 4th St., Milwaukee 3
- ★SIEBOLD, J. H. & G. B., Inc., 130 Varick St., New York 51, N.Y.
- ★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N.Y.
- SLEIGHT & Hellmuth Inc., 900 S. Clinton St., Chicago
- SUPERIOR Printing Ink Co., 295 Lafayette St., New York 12, N.Y.
- TRIANGLE Ink & Color Co., 329 E. 29th St., New York
- ULLMAN, Sigmond, Inks, Gen. Pnt. Ink Div. Sun Chemical Corp., 1010 44th Ave., Long Island City 1, N.Y.
- WINSLOW Ink Corp., 110 Greene St., New York 12

INK DRIERS

- ACME Printing Ink Co., 1419 W. Carroll, Chicago
- ★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn
- ARTCO Printing Ink Corp., 1715 W. Canal St., Milwaukee 3, Wis.
- ARTCRAFT Ink Co., 340 St. Joseph St., New Orleans, La.
- BARTA-Griffin Co., 72 Commercial St., Worcester 1, Mass.
- BOWERS Printing Ink Co., 2655 W. Irving Park Road, Chicago 18, Ill.
- BRADEN Sulphur Ink Co., 3650 E. 93rd St., Cleveland
- BRAZNEILL Company, 2227 Walnut St., Louis 3
- CALIFORNIA Ink Co., Inc., 545 Sansome St., San Francisco 11, Calif.
- CHEMICAL Color & Supply Co., Div. Sun Chemical Corp., 2820 Grand Ave., Chicago, Ill.
- CONSOLIDATED Printing Ink Co., 431 N. Griggs St., St. Paul 4, Minn.
- CRESCENT Ink & Color Co. of Pa., 464 N. Fifth St., Philadelphia 23, Pa.
- DRISCOLL, Martin, & Co., 610 Federal St., Chicago
- EAGLE Printing Ink Co., Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y.
- FINNE-DETRICK, Inc., 415 W. 55th St., New York 19
- ★FLINT Ink Corp., 2546 Clark Ave., Detroit 9
- GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn 1, N.Y.
- GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17
- HELLMUTH, Charles, Printing Ink Corp., 154 W. 18th St., New York 11, N.Y.
- ★HERBERT Products Inc., 74-32 Jamaica Ave., Woodhaven 21, N.Y.
- HERRICK, Wm. Co., Inc., Ink Co., Maple St. & Erie R. R., East Rutherford, N.J.
- HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 11
- INDIANA Chemical & Mfg. Co., 517 S. Alabama St., Indianapolis 4, Ind.
- ★INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th St., New York 36, N.Y.



- KELLY, E. J., Div. Sun Chemical Corp., 1807 N. Pitcher St., Kalamazoo 45, Mich.
- KOHL & Madden Printing Ink Co., 1132 S. Jefferson St., Chicago 7, Ill.
- LEVY, Fredk. H., Co., Inc., 380 Madison Ave., New York 17, N.Y.
- MC CUTCHEON Bros. & Quality, Inc., 2653 N. Reese St., Philadelphia, Pa.
- MEINERS, Bernhard, Inc., 265 Canal St., New York 13
- MORRILL, Geo. H., Co., Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y.

WHEN WRITING SUPPLY FIRMS KINDLY MENTION

ROBERTS, Lewis, Inc., 72 Union St., Newark 5
 ★SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New York 51, N.Y.
 ★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N.Y.
 SLEIGHT Metallic Ink Co., 900 S. Clinton St., Chicago, Superior Printing Ink Co., 295 Lafayette St., New York 12, N.Y.
 TRIANGLE Ink & Color Co., 329 East 29th St., New York 16, N.Y.
 ULLMAN, Sigmund, Inks, Gen. Pmt. Ink Div. Sun Chemical Corp., 1010 44th Ave., Long Island City 1, N.Y.
 WILSON, W. D., Printing Ink Co., 5-38 46th Ave., Long Island City 1, N.Y.
 WINSLOW Ink Corp., 110 Greene St., New York 12, N.Y.

INK, DRY COLORS

CALIFORNIA Ink Co., Inc., 545 Sansome St., San Francisco 11, Calif.
 EAGLE Printing Ink, General Printing Ink Div., Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y.
 ★FLINT Ink Corp., 2546 Clark Ave., Detroit 9, Mich.
 McCUTCHEON Bros. & Quality, Inc., 2653 N. Reese St., Philadelphia
 MONSANTO Chemical Co., Pigments Dept., Sun Chemical Corp., 309 Sussex St., Harrison, N.J.
 ★SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New York 51, N.Y.
 ★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N.Y.

INKED RIBBONS

ADDRESSOGRAPH-Multigraph Corp., 1200 Babbitt Rd., Cleveland, Ohio
 American Carbon Paper Co., Ennis, Tex.
 MITTAG & Volbar, Inc., 76 Park Ave., Park Ridge, N.J.
 REMINGTON Rand, Div. of Sperry-Rand Corp., 315 Fourth Ave., New York, N.Y.
 UNDERWOOD Corp., 1 Park Ave., New York 16

INK MEASURING MACHINES

LITHOGRAPHIC Technical Foundation, 131 E. 39th St., New York 16, N.Y.

INK MILLS, MIXING MACHINES

DAY, J. H. Co., Div. of Cleveland Automatic Machine Co., 4932 Beech St., Cincinnati 12
 EXCELLO Machine Co., 1615 College Ave., S. E., Grand Rapids 7, Mich.
 KENT Machine Works, Inc., 37 Gold St., Brooklyn
 LEHMANN, J. M., Co., Inc., 568 New York Ave., Lyndhurst, N.J.
 READ Standard Corporation, 900-50 Richland Ave., York, Pa.
 ROSS, Charles, & Son Co., 148 Classon Ave., Brooklyn

INK PANS AND BULBS, RULING MACHINE

HICKOK, W. O., Manufacturing Co., Box 423, Harrisburg, Pa.
 McADAMS, John, & Sons, Inc., 20 Knight St., Norwalk, Conn.

INK PASTE

★ANCHOR Chemical Co., Inc., 829 Bergen St., Brooklyn 38
 BRADEN Sutphin Ink Co., 3650 E. 93rd St., Cleveland
 CALIFORNIA Ink Co., Inc., 545 Sansome St., San Francisco, Calif.
 CHEMICAL Color & Supply Co., Div. Sun Chemical Corp., 2820 W. Grand Ave., Chicago, Ill.
 CONSOLIDATED Printing Ink Co., 431 N. Griggs St., St. Paul, Minn.
 EAGLE Printing Ink Co., Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y.
 ★FLINT Ink Corp., 2546 Clark Ave., Detroit 9, Mich.
 GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17
 HERRICK, William C., Ink Co., Maple Street & Erie R.R., East Rutherford, New Jersey
 ★INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th St., New York 36, N.Y.
 McCUTCHEON Bros. & Quality, Inc., 2653 N. Reese St., Philadelphia
 ROBERTS, Lewis, Inc., 72 Union St., Newark 5
 ULLMAN, Sigmund, Inks, Gen. Pmt. Ink Div. Sun Chemical Corp., 1010 44th Ave., Long Island City 1, N.Y.
 ★SINCLAIR & Valentine, 611 W. 129th St., New York

INK REDUCERS

(See Ink-Adjusting Compounds)

INK SIZES

ACME Printing Ink Co., 1419 W. Carroll Ave., Chicago 7
 BRADEN Sutphin Ink Co., 3650 E. 93rd St., Cleveland
 CALIFORNIA Ink Co., Inc., 545 Sansome St., San Francisco, Calif.
 CHEMICAL Color & Supply Co., Div. Sun Chemical Corp., 2820 W. Grand Ave., Chicago, Ill.
 CONSOLIDATED Printing Ink Co., 431 N. Griggs St., St. Paul, Minn.
 EAGLE Printing Ink, Div. Sun Chemical Corp., 1010 44th Ave., Long Island City 1, N.Y.
 ★FLINT Ink Corp., 2546 Clark Ave., Detroit 9, Mich.
 GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17
 HERRICK, William C., Ink Co., Maple St. & Erie R.R., East Rutherford, N.J.

★INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th St., New York 36, N.Y.
 KELLY, E. J., Co., Div. Sun Chemical Corp., 1807 N. Pitcher St., Kalamazoo 13F, Mich.
 ROBERTS, Lewis, Inc., 72 Union St., Newark 5
 ULLMAN, Sigmund, Div. Sun Chemical Corp., 1010 44th Ave., Long Island City 1, N.Y.
 ★SINCLAIR & Valentine, 611 W. 129th St., New York
 WINSLOW Ink Corp., 110 Greene St., New York 12

INK SKINNING, ANTI, COMPOUND

★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn



BOWERS Printing Ink Co., 2655 W. Irving Park Rd., Chicago 18
 BRADEN-Sutphin Ink Co., 3650 E. 93rd St., Cleveland
 BRAZNEILL Co., 2227 Walnut St., St. Louis 3, Mo.
 CRESCENT Ink & Color Co. of Pa., 464 N. Fifth St., Philadelphia
 GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn, N.Y.
 HELMUTH, Chas., Printing Ink Corp., 154 W. 18th St., New York 11, N.Y.
 HERRICK, William C., Ink Co., Maple St. & Erie R.R., East Rutherford, N.J.
 ★INTERCHEMICAL Corp., Printing Ink Division, 67 W. 44th St., New York 36, N.Y.
 MONOGRAM Co., 150-152 N. Fifth St., Philadelphia
 ROBERTS, Lewis, Inc., 72 Union St., Newark 5, N.J.
 ROTHMAN Corp., P.O. Box 5074, St. Louis 15, Mo.
 ★SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New York, N.Y.
 ★SINCLAIR & Valentine, 611 W. 129th St., New York
 TRIANGLE Ink & Color Co., 329 East 29th St., New York 16, N.Y.
 ULLMAN Sigmund, Co., Div. Sun Chemical Corp., 1010 44th Ave., Long Island City 1, N.Y.
 WINSLOW Ink Corp., 110 Greene St., New York 12

INKS-SPECIAL

- 1 Flexographic
- 2 Bread Wrapper
- 3 Bronze, Powder, Dry
- 4 Carbonizing (also Spot)
- 5 Carton, Paper Box
- 6 Cellulose Tissue Ink
- 7 Cold-Set
- 8 Color Comic
- 9 Decalcomania
- 10 Duplicator Inks
- 11 Film-Staging, Topping, etc.
- 12 Fluorescent
- 13 Food-Mark
- 14 Gold in Paste Form
- 15 Indelible for Stencil Marking
- 16 Invisible
- 17 Metal Decorating
- 18 Numbering Machine
- 19 Opauing Photo Film
- 20 Parchment (Hot Wax)
- 21 Perfumed
- 22 Pigments, Aluminum
- 23 Pyroplastic (Rubber Base)
- 24 Soap Wrapper
- 25 Special Purpose
- 26 Steam Set
- 27 Stereotype Casting
- 28 Transfer
- 29 Water Color
- 30 Water-Set
- 31 Watermark
- 32 Wrapper

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12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30	31	32	



ACME Printing Ink Co., 1419 W. Carroll, Chicago
 1 2 3 4 5 6 7 8 9 10 11
 12 13 14 15 16 17 18 19 20 21 22
 23 24 25 26 27 28 29 30
 ADDRESSOGRAPH-Multigraph Corp., 1200 Babbitt Rd., Cleveland, Ohio 10 11
 ALUMINUM Co. of America, 801 Gulf Bldg., Pittsburgh 19, Pa. 22
 ★AMERICAN Carbon Paper Co., Ennis, Texas 4
 18

1	2	3	4	5	6	7	8	9	10	11
12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30	31	32	

AMERICAN Numbering Machine Co., Atlantic & Shepherd Aves., Brooklyn 8, N.Y.

ARTISTS Supply Co., 7610 Decker Ave., Cleveland 3
 BARTA-Griffin Co., P.O. Box 808, Worcester 1
 2 3 5 17 22

24 26
 BATES Mfg. Co., 30 Vesey St., New York 7

BEN DAY, Inc., 118 E. 28th St., New York City 16, N.Y.
 18 11

BENSING Brothers & Deeney, Subd. of Sun Chemical Corp., 3301 Hunting Park Ave., Philadelphia 29
 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22

BOTH, O. A., Corporation, Nickerson Rd., Ashland, Mass.
 23 24 25 26 27 28 29 30 31

BOWERS Printing Ink Co., 2655 W. Irving Park Road, Chicago 18, Ill.
 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22

BRADEN Sutphin Ink Co., 3650 E. 93rd St., Cleveland
 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22

BRAZNEILL Co., 2227 Walnut Street, St. Louis 3
 23 24 25 26 27 28 29 30 31

3 5 9

24 17
 BROWN Lindsay Paint Co., 2601 W. Grand Ave., Chicago 12, Ill.

9
 BUCKEYE Printing Ink Co., 480 S. Pearl St., Columbus 15, Ohio

3 4 17 20

CALIFORNIA Ink Co., Inc., 545 Sansome St., San Francisco 11, Calif.

1	2	3	4	5	6	7	8	9	10	11
12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30	31		

CAMDEN Ink & Color Co., 1001 Market St., Camden, N.J.

CAPITOL Printing Ink Co., 821 Third St., Des Moines 1, Iowa

4
 CAPITOL Printing Ink Co., Inc., 806 Channing Pl., N.E., Washington 18, D.C.

26 5 17 31 10

CARLSON, John P., Inc., 420 Carroll St., Brooklyn
 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22

24 25 26 27 28 29 30 31

CHEMICAL Color & Supply Co., Div. Sun Chemical Corp., 2820 W. Grand Ave., Chicago, Ill.

2 4

26
 CHICAGO Printing Ink Co., 205 W. Wacker Drive, Chicago 6, Ill.

3
 CONSOLIDATED Printing Ink Co., 481 N. Griggs St., St. Paul 4, Minn.

1	2	3	4	5	6	7	8	9	10	11
12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30	31		

CRAFTINT Mfg. Co., 1615 Collamer St., Cleveland 10, Ohio

25 15 29 19

CRESCENT Ink & Color Co. of Pa., 464 N. Fifth St., Philadelphia 23, Pa.

1 26 17 20

CROWE Printing Ink Co., 724 N. 3d St., Philadelphia 2

2 17 30 20

23 26 30

DRISCOLL, Martin, & Co., 610 Federal St., Chicago 5, Ill.

EAGLE Printing Ink, Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y.

1 2 5 20 21 22

24 25 26 27 28 29 30

FINNE-Detrick, Inc., 415 W. 53th St., New York 19, N.Y.

1 4 5 17 19 20

★FLINT Ink Corp., 2546 Clark Ave., Detroit 9

1	2	3	4	5	6	7	8	9	10	11
12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30			

★FORCE, Wm. A., & Co., Inc., 216 Nichols Ave., Brooklyn 8, N.Y.

18
 GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn

3 4 5 17 20 22

GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17

1 2 5 9 20 31

24 25 26 27 28 29 30

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31 32
GOTHAM Ink & Color Co., 5-19 47th Ave., Long
Island City 1, N.Y.

1
GUTHRIE Ceramic & Labelling Machine Co., 424 Pitt
St., Windsor, Ontario, Can.

23
HELLER Roberts Mfg. Co., 700 Jamaica Ave., Brooklyn 8,
N.Y.

15 18
HERRICK, Wm. C., Ink Co., Inc., Maple St. & Erie
R.R., East Rutherford, N.J.

8
HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa.

18
HILL-Hentschel Company, 3928 Clayton Ave., St. Louis
1 2 4 5 8 9

17 18 19 20 21 22
24 25 26 30
HUBER Corp., J. M., 1478 Chestnut Ave., Hillside, N.J.

2 5 8
ILLINOIS Bronze Powder Co., Inc., 2023 S. Clark St.,
Chicago 16, Ill.

3
INCO Company, 2372 W. 7th St., Cleveland 14, Ohio

4 5 17 18 20 22
12 23



★INTERCHEMICAL Corp., Printing Ink Division, 67 W.
44th St., New York 36, N.Y.

1 2 3 4 5 6 7 8 9 10
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 29 30 31 32



KELLY, E. J., Div. Sun Chemical Corp., 1807 N.
Pitcher St., Kalamazoo 45, Mich.

2 5 9
24 25 26
LEVEY, Fredk. H., Co., Inc., 380 Madison Avenue, New
York 17, N.Y.

1 2 14 17 20 22
24 25 26
MARSEY, Inc., 1186 Broadway, New York, N.Y.

14
MATTHEWS, Jas. H., & Co., 3814 Forbes St., Pittsburgh
13 15 17 18

MC CUTCHEON Bros. & Quality, Inc., 2653 N. Reese St.,
Philadelphia, Pa.

2 5 17 21
24 25 26
MEINERS, Bernhard, Inc., 265 Canal St., New York 13

26 28
MELIND, Louis, Co., 3524 N. Clark St., Chicago 13

13 18
MITTAG & Volger, Inc., 76 Park Ave., Park Ridge, N. J.

10
MONK, C. O., Co., Inc., 212 N. Bentalou St., Baltimore
1 2 17

24 26
MORRILL, Geo., H., Co., Div. Sun Chemical Corp., 1010
44th Ave., Long Island City 1, N.Y.

2 5 8 9
★NYGREN-Dahly Co., 1422 Altgeld St., Chicago 14, Ill.

OHIO Bronze Powder Co., 1120 E. 152d St., Cleve-
land 10, Ohio

3
OLSEN Mark Corp., 124 White St., New York 13

15
PAYSON'S Indelible Ink Co., Northampton, Mass.

15
POLYCHROME Corp., 2 Ashburton Ave., Yonkers, N.Y.

10
POPE & Gray, Inc., 17 Industrial West, Allwood, Clifton,
N. J.

2 3 5 10
23 24 26
ROBERTS, Lewis, Inc., 72 Union St., Newark 5, N. J.

1 2 3 4 5 9 10
12 13 14 15 17 18 20 21 22
23 24 25 26 29 30

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31 32
SCHWARM & Jacobus Co., 1216 Jackson St., Cincin-
nati 10, Ohio

2 3 4 5 6 7 8 9 10
23 24 25 26 17 18 30 22
SHANNON Luminous Materials Co., 7356 Santa Monica
Blvd., Hollywood 46, Calif.

12 16
★SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New
York 51, N.Y.

4 5 6 8 9 21 22
24 25 28 31
★SINCLAIR and Valentine Co., 611 W. 129th St., New
York 17, N.Y.

1 2 3 4 5 6 7 8 9 10 11
12 13 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31
SLEIGHT & Hellmuth, Inc., 900 S. Clinton, Chicago

2 3 5 6 9
24 25
STAFFORD, S. S., Inc., 609 Washington St., New
York 14, N.Y.

10
STEEL City Printing Ink Co., 281 Corliss St., Pittsburgh

14 15
SUPERIOR Printing Ink Co., 295 Lafayette St., New
York 12, N.Y.

16
SWITZER Brothers, Inc., 4732 St. Clair Ave., Cleveland 3,
12 16 29 31

TRIANGLE Ink & Color Co., 329 East 29th St., New
York 16, N.Y.

2 4 5 17 18 20 21
24 25 26
ULLMAN, Sigmund, Inks, Gen. Pmt. Ink Div. Sun Chemical
Corp., 1010 44th Ave., Long Island City 1, N.Y.

1 2 4 5 21
24 25 26
WILSON, W. D., Printing Ink Co., 5-38 46th Ave.,
Long Island City 1, N.Y.

1 31
WINSLOW Ink Corp., 110 Greene St., New York 12

12 3 5 22
26 30

INKS—STANDARD

1 Color Process
2 Engravers
3 Glass
4 Gravure
5 Halftone
6 Heat-Set
7 Letterpress
8 Metallic
9 Offset-Lithographic
10 Plate Printing
11 Rotary Press, News
12 Ruling
13 Safety (Bank Note)
14 Dull
15 Newspaper

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15

ACME Printing Ink Co., 1419 W. Carroll, Chicago

1 2 3 4 5 6 7 8 9 10 11
12 13 14
ADDRESSOGRAPH-Multigraph Corp., 1200 Babbitt Rd.,
Cleveland, Ohio

9
AMERICAN Carbon Paper Co., Ennis, Tex.

11
BARTA-Griffin Co., P.O. Box 808, Worcester 1, Mass.

1 2 3 4 5 6 7 8 9 10
14
BENSING Brothers & Deeney, Subsid. of Sun Chemical
Corp., 3301 Hunting Park Ave., Philadelphia 29

1 3 4 5 7 8 9
13
BOTH, O. A., Corp., Nickerson Rd., Ashland, Mass.

8
BOWERS Printing Ink Co., 2655 W. Irving Park Road,
Chicago 18, Ill.

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15
BRADEN Sutphin Ink Co., 3650 E. 93rd St., Cleveland

1 3 5 6 7 8 9 11
13 14
BRAZNELL Co., Inc., 2227 Walnut St., St. Louis 3

3 7 9
BUCKEYE Printing Ink Co., 480 S. Pearl St., Columbus
15, Ohio

3 6 7 8
12
C. E. B. Printing Ink Co., 817 W. Washington Blvd.,
Chicago 7, Ill.

7 9

630 Federal St., Chicago

7 9
EAGLE Printing Ink, Div. Sun Chemical Corp., 10th
St. & 44th Ave., Long Island City 1, N.Y.

2 3 5 6 7 8 9 11
FAUST, Rudolph, 628-632 Degraw St., Brooklyn 17

2 10
FINNE-Detrick, Inc., 415 W. 55th St., New York 19

1 2 3 4 5 6 7 8 9 11
14
★FLINT Ink Corp., 2546 Clark Ave., Detroit 9, Mich.

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15
GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn

1 3 5 6 7 9
13 14
GENERAL Printing Ink Co., Div. Sun Chemical Corp.,
750 Third Ave., New York 17

1 3 4 5 6 7 8 9 11
13
GOLD Leaf and Metallic Powders Inc., 145 Nassau St.,
New York 38, N.Y.

8
GOTHAM Ink & Color Co., 5-19 47th St., Long
Island City 1, N.Y.

4
GRADY & Neary Ink Co., 429 W. Superior St., Chicago

7 9
HERRICK, Wm. C., Ink Co., Maple St. & Erie R. R.,
East Rutherford, N.J.

1 3 5 6 7 8 9 11
14 15
HICKOK, W. O., Mfg. Co., Box 423 Harrisburg, Pa.

12
HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 11

1 2 3 4 5 6 7 8 9 10 11
14
HUBER, J. M., Corp., 1478 Chestnut Ave., Hillside, N.J.

1 3 4 5 6 7 11
15
ILLINOIS Bronze Powder Co., Inc., 2023 S. Clark St.,
Chicago 16, Ill.

1 2 3 5 7 8 9
14
INCO Company, 2372 W. 7th St., Cleveland 13

1 2 3 4 5 6 7 8 9 11
12 13 14 15
INTERCHEMICAL Corp., Printing Ink Division, 67 W.
44th St., New York 36, N.Y.

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15
KELLY, E. J., Div. Sun Chemical Corp., 1807 N.
Pitcher St., Kalamazoo 45, Mich.

1 3 4 5 7 9

WHEN WRITING SUPPLY FIRMS KINDLY MENTION

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15
CALIFORNIA Ink Co., Inc., 545 Sansome St., San
Francisco 11, Calif.

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15
CAMDEN Ink & Color Co., 1001 Market St., Camden,
N.J.

1
CAPITOL Printing Ink Co., 821 Third St., Des Moines
9, Iowa

1
CAPITOL Printing Ink Co., Inc., 806 Channing Pl. N.E.,
Washington 18, D.C.

1 3 5 6 7 8 9
14
CARLSON, John P., Inc., 420 Carroll St., Brooklyn

1 2 3 5 6 7 8 9 11
12 13 14
CARMICHAEL Printing Ink Co., 1151 Oxford Rd. N.E.,
Atlanta 6, Ga.

7 9
CHEMICAL Color & Supply Co., Div. Sun Chemical
Corp., 2820 W. Grand Ave., Chicago, Ill.

1 3 4 5 6 7 8 9
CHICAGO Printing Ink Co., 179 N. Wells St., Chicago
6, Ill.

7 8 9
CLEVELAND Printing Ink Co., Inc., 1260 W. 4th St.,
Cleveland 13

3 15 5 6 7 8 9 11
CONSOLIDATED Printing Ink Co., 431 N. Griggs St.,
St. Paul 4, Minn.

1 2 3 4 5 6 7 8 9 10 11
12 13 14
CORKPAK Co., Inc., The, 70 Argyle Ave., New Ro-
chelle, N.Y.

7 11
CRESCENT Ink & Color Co. of Pa. 464 N. Fifth St.,
Philadelphia 23, Pa.

1 3 4 6 7 8 9
CRONITE Company, 88th St. & Hudson Blvd., North
Bergen, N. J.

2 10
CROWE Printing Ink Co., 724 N. Third St., Phila-
delphia 23, Pa.

1 3 5 6 7 8 9
★DAVIDSON Corp., Subs. of Mergenthaler Linotype Co.,
29 Ryerson St., Brooklyn 5, N.Y.

5 9
DREDGE, A., Ruling Pen Co., 105 Johnson Ave.,
Hackensack, N. J.

12
DRISCOLL, Martin & Co., 610 Federal St., Chicago

7 9
EAGLE Printing Ink, Div. Sun Chemical Corp., 10th
St. & 44th Ave., Long Island City 1, N.Y.

2 3 5 6 7 8 9 11
FAUST, Rudolph, 628-632 Degraw St., Brooklyn 17

2 10
FINNE-Detrick, Inc., 415 W. 55th St., New York 19

1 2 3 4 5 6 7 8 9 11
14
★FLINT Ink Corp., 2546 Clark Ave., Detroit 9, Mich.

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15
GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn

1 3 5 6 7 9
13 14
GENERAL Printing Ink Co., Div. Sun Chemical Corp.,
750 Third Ave., New York 17

1 3 4 5 6 7 8 9 11
13
GOLD Leaf and Metallic Powders Inc., 145 Nassau St.,
New York 38, N.Y.

8
GOTHAM Ink & Color Co., 5-19 47th St., Long
Island City 1, N.Y.

4
GRADY & Neary Ink Co., 429 W. Superior St., Chicago

7 9
HERRICK, Wm. C., Ink Co., Maple St. & Erie R. R.,
East Rutherford, N.J.

1 3 5 6 7 8 9 11
14 15
HICKOK, W. O., Mfg. Co., Box 423 Harrisburg, Pa.

12
HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 11

1 2 3 4 5 6 7 8 9 10 11
14
HUBER, J. M., Corp., 1478 Chestnut Ave., Hillside, N.J.

1 3 4 5 6 7 11
15
ILLINOIS Bronze Powder Co., Inc., 2023 S. Clark St.,
Chicago 16, Ill.

1 2 3 5 7 8 9
14
INCO Company, 2372 W. 7th St., Cleveland 13

1 2 3 4 5 6 7 8 9 11
12 13 14 15
INTERCHEMICAL Corp., Printing Ink Division, 67 W.
44th St., New York 36, N.Y.

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15
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Pitcher St., Kalamazoo 45, Mich.

1 3 4 5 7 9

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12 13 14 15
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Pitcher St., Kalamazoo 45, Mich.

1 3 4 5 7 9

1 2 3 4 5 6 7 8 9 10 11
 KOHL and Madden Printing Ink Co., 1132 S. Jefferson
 St., Chicago 7, Ill.
 LEVEY, Fredk. H., Co., Inc., 380 Madison Ave., New
 York 17, N.Y.
 1 2 3 4 5 6 7 8 9
 MANUFACTURERS Printing Ink Corp., 1 Main St.,
 Brooklyn 1, N.Y.
 MARKEM Machine Co., 150 Congress St., Keene, N. H.
 MARSET, Inc., 1186 Broadway, New York 1
 MC-ADAMS, John, & Sons, Inc., 20 Knight St., Norwalk,
 Conn.
 12
 MC CUTCHEON Bros. & Quality, Inc., 2653 N. Reese
 St., Philadelphia, Pa.
 1 2 3 4 5 6 7 8 9 11
 MEINERS, Bernhard, Inc., 265 Canal St., New York 13
 MEYER, E. W., Co., 407 E. Michigan St., Milwaukee,
 Wis.
 MONK, C. O., Co., Inc., 212 N. Bentall St., Baltimore
 MORRILL, Geo. H., Co., Div. Sun Chemical Corp.,
 1010 44th Ave., Long Island City 1, N.Y.
 1 3 11
 PACIFIC Coast Div. Sun Chemical Corp., 1425 Folsom
 St., San Francisco 3, Calif.
 PEK, James L., 47 High St., West Orange, N. J.
 POLYCHROME Corp., 2 Ashburton Ave., Yonkers 2, N.Y.
 POPE & Gray, Inc., 17 Industrial West, Allwood, Clifton,
 N. J.
 1 2 3 4 5 6 7 8 9 11
 ROBERTS, Lewis, Inc., 72 Union St., Newark 5
 1 2 3 4 5 6 7 8 9 10 11
 12 13 14
 SCHWARM & Jacobus Co., 1216 Jackson St., Cincinnati
 10, Ohio
 1 2 3 4 5 6 7 8 9 10 11
 *SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New
 York 17, N.Y.
 1 2 3 4 5 6 7 8 9 10 11
 12 13 14 15
 *SINCLAIR and Valentine Co., 611 W. 129th St., New
 York 17, N.Y.
 1 2 3 4 5 6 7 8 9 10 11
 12 13 14 15
 SLEIGHT & Hellmuth Inc., 900 S. Clinton St., Chicago
 1 3 5 7 8 9 10 11
 13 14
 STEEL City Printing Ink Co., 281 Corlies St., Pittsburgh
 1 5 7 9 11
 12
 SUPERIOR Printing Ink Co., 295 Lafayette St., New
 York 12, N.Y.
 1 3 6 7 8 9
 TRIANGLE Ink & Color Co., 329 E. 29th St., New York
 1 2 3 5 7 8 9
 13 14
 ULLMAN, Sigmund, Inks, Gen. Pnt. Ink, Div. Sun Chemi-
 cal Corp., 1010 44th Ave., Long Island City
 1, N.Y.
 1 2 3 4 5 6 7 8 9
 WHALEY'S Metallic Powders, Freistatt, Mo.
 WILSON, W. D., Printing Ink Co., 5-38 46th Ave.,
 Long Island City 1, N.Y.
 1 6 7
 13
 WINSLOW Ink Corp., 110 Greene St., New York 12, N.Y.
 1 3 5 6 7 8 9
 14



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*GOSS Co., Div. of Miehle-Goss-Dexter Corp., 5601 W.
 31st St., Chicago 50
 *GOSS, Charles & Son, Co., 148-156 Classon Ave.,
 Brooklyn, N.Y.

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1 Lacquer
 2 Varnish
 1 2
 ACME Printing Ink Co., 1419 W. Carroll, Chicago
 2
 ALLIED Finishing Specialties Co., 2610 W. Grand Ave.,
 Chicago 12, Ill.
 1
 ANCHOR Chemical Corp., 829 Bergen St., Brooklyn
 2
 BAER Bros., 438 W. 37th St., New York 18, N.Y.
 2

1 2
 BARTA-Griffin Co., P.O. Box 808, Worcester 1, Mass.
 BENSING Brothers & Deeney, Subsid. of Sun Chemical
 Corp., 3301 Hunting Park Ave., Philadelphia 29
 1 2
 BOWERS Printing Ink Co., 2655 W. Irving Park Rd.,
 Chicago 6, Ill.
 2
 BRADEN Sutphin Ink Co., 3650 E. 93rd St., Cleveland
 BRAZNEIL Co., Inc., 2227 Walnut St., St. Louis 3
 2
 BUCKEYE Printing Ink Co., 480 S. Pearl St., Columbus
 15, Ohio
 2
 CALIFORNIA Ink Co., Inc., 545 Sansome St., San
 Francisco 11, Calif.
 2
 CAMDEN Ink & Color Co., 1001 Market St., Camden, N.J.
 1 2
 *CENTRAL Compounding Co., 1718 N. Damen Ave., Chi-
 cago, Ill.
 CHEMICAL Color & Supply Co., Div. Sun Chemical
 Corp., 2820 W. Grand Ave., Chicago, Ill.
 2
 CHICAGO Printing Ink Co., 179 N. Wells St., Chicago
 2
 CONSOLIDATED Printing Ink Co., 431 N. Griggs St.,
 St. Paul 4, Minn.
 1 2
 CRESCENT Ink & Color Co. of Pa., 464 N. Fifth St.,
 Philadelphia 23, Pa.
 2
 DRISCOLL, Martin, & Co., 610 Federal St., Chicago
 2
 EAGLE Printing Ink, Div. Sun Chemical Corp., 10th St.
 & 44th Ave., Long Island City 1, N.Y.
 2
 FINNE-Detrick, Inc., 415 W. 55th St., New York 19,
 *FLINT Ink Corp., 2546 Clark Ave., Detroit 9, Mich.
 1 2
 GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn
 1, N.Y.
 2
 GENERAL Printing Ink Co., Div. Sun Chemical Corp.,
 750 Third Ave., New York 17
 2
 GOTHAM Ink & Color Co., 5-19 47th St., Long
 Island City 1, N.Y.
 1
 HERRICK, Wm. C., Ink Co., Maple St. & Erie R. R.,
 East Rutherford, N. J.
 2
 HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 11
 2
 HILO Varnish Corp., 56 Stewart Ave., Brooklyn 6
 2
 HUBER, J. M., Corp., 1478 Chestnut Ave., Hillside, N.J.
 2
 ILLINOIS Bronze Powder Co., Inc., 2023 S. Clark St.,
 Chicago 16, Ill.
 2
 *INTERCHEMICAL Corp., Printing Ink Division, 67 W.
 44th St., New York 36, N.Y.
 1 2



KELLY, E. J., Div. Sun Chemical Corp., 1807 N.
 Pitcher St., Kalamazoo 45, Mich.
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 KOHL and Madden Printing Ink Co., 1132 S. Jeffers-
 on St., Chicago 7, Ill.
 2
 LEVEY, Fredk. H., Co., Inc., 380 Madison Avenue, New
 York 17, N.Y.
 MC CUTCHEON Bros. & Quality, Inc., 2653 N. Reese
 St., Philadelphia, Pa.
 2
 MEINERS, Bernhard, Inc., 22 Albany, New York 6
 2
 MONSANTO Chemical Co., Merrimac Div., Everett 49,
 Mass.
 2
 MORRILL, Geo. H., Co., Div. Sun Chemical Corp.,
 1010 44th Ave., Long Island City 1, N.Y.
 2
 PECK, James I., 47 High St., West Orange, N.J.
 2
 POLYCHROME Corp., 2 Ashburton Ave., Yonkers 2, N.Y.
 1 2
 POPE & Gray, Inc., 17 Industrial West, Allwood, Clifton,
 N. J.
 2
 ROBERTS, Lewis, Inc., 72 Union St., Newark 5, N. J.
 2
 *SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New
 York 13, N.Y.
 2
 *SINCLAIR and Valentine Co., 611 W. 129th St., New
 York 27, N.Y.
 1 2
 SLEIGHT & Hellmuth, Inc., 900 S. Clinton St., Chicago
 2

1 2
 SUN Chemical Corp., 1010 44th Ave., Long Island City
 1, N.Y.
 SUPERIOR Printing Ink Co., 295 Lafayette St., New
 York 12, N.Y.
 2
 ULLMAN, Sigmund, Inks, Gen. Pnt. Ink, Div. Sun Chemi-
 cal Corp., 1010 44th Ave., Long Island City 1 N.Y.
 2
 WILSON, W. D., Printing Ink Co., 5-38 46th Ave.,
 Long Island City 1, N.Y.
 2
 WINSLOW Ink Corp., 110 Greene St., New York 12, N.Y.
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BARKLEY & Dexter, 50 Frankfort St., Fitchburg, Mass.
 CHRISTENSEN Machine Co., 100 Fourth St., Racine, Wis.
 *DEXTER Co., Div. of Miehle-Goss-Dexter Corp., 2011
 W. Hastings St., Chicago 8
 HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa.
 *MAGNACRAFT Mfg. Co., 7739 S. Kedzie Ave., Chi-
 cago 29



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 port, Ky.
 *HOE, R. & Co., Inc., 910 E. 138th St., New York
 MILWAUKEE Saw Trimmer Corp., 612 E. Clybourn
 St., Milwaukee 2, Wis.
 *PIONEER Toledo Corp., 1130 Nebraska Ave., Toledo
 Ohio
 *RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo
 13F, Mich.
 WESEL Mfg. Co., 1141 N. Washington Ave., Scranton, Pa.

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ABRAMS, M. L., Co., 1841 Prospect Ave., Cleveland,
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 *AMERICAN Type Founders Inc., 200 Elmora Ave.,
 Elizabeth, N.J.
 BRACKETT Stripping Machine Co., 505 Jackson St.,
 Topeka, Kan.
 DOLLAHITE K. T., Co., 106 W. 15th, Fort Worth, Texas
 *LAWSON, E. P., Co., Subsid. of Miehle-Goss-Dexter
 Corp., 426 W. 33rd St., New York, N.Y.
 *MACK Specialties Co., 18 E. Fourth St., Cincinnati 2
 *MAXSON Automatic Machinery Co., 98 Granite St.,
 Westerly, R.I.
 SCHEINKER, Ilya, Mech. Eng., 35 Great Jones St.,
 New York 12, N.Y.
 SYNTRON Company, 575 Lexington Ave., Homer City,
 Pa.
 UNIVERSAL Jogger Co., 322 S. Fourth St., Minneapolis



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CALIFORNIA Ink Co., 545 Sansome St., San Francisco,
 GENERAL Printing Ink Co., Div. Sun Chemical Corp.,
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 LAMSON & Goodnow Mfg. Co., Shelbourne Falls,
 Mass.
 McKINLEY Litho Supply Co., 1623-39 John St., Cincinnati
 TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn

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 Elizabeth, N. J.
 CALIFORNIA Ink Co., 545 Sansome St., San Francisco,
 Calif.
 CRONITE Co., Inc., 88th St. & Hudson Blvd., North Ber-
 gen, N. J.
 LAMSON & Goodnow Mfg. Co., Shelbourne Falls, Mass.
 McKINLEY Litho Supply Co., 1623-39 John St., Cincinnati
 *NAZ-Dar Company, 469 Milwaukee Ave., Chicago
 111
 SEAL-O-Matic Dispenser Corp., 169 Murray St., Newark
 5, N.J.
 *SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New
 York 13, N.Y.
 STANLEY Electric Tools, New Britain, Conn.
 TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn

KODACHROME FILM CLEANER

*ANCHOR Chemical Co., 829 Bergen St., Brooklyn 38
 EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.
 *RUX Chemical Co., 1021 E. 55th St., Chicago
 ROSCO Laboratories, 29 Moore St., Brooklyn, N.Y.
 WILLIAMS, Brown & Earle, 904 Chestnut St., Philadel-
 phia 7, Pa.



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 DICK Mailer Co., 137 W. Tupper St., Buffalo 1

GUMMED Tape & Devices Co., 1318 Sixtieth St., Brooklyn, N.Y.
 HAIDA Engineering Co., 34-11 Vernon Blvd., Long Island City 1, N.Y.
 KNOWLTON, M. D., Co., 47 Clarissa St., Rochester, N.Y.
 ★MAGNACRAFT Mfg. Co., 7739 S. Kedzie Ave., Chicago 22, Ill.
 MOORE, Kenneth J., & Co., 1778 W. Estes Ave., Chicago 26, Ill.
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 HUDSON-Sharp Machine Co., Subsid. of Food Machy. & Chemical Corp., Green Bay, Wis.
 INTA-ROTO Machine Co., Inta-Roto Eng. Corp., P.O. Box 454, Richmond, Va.
 KOHLER System Co., 159 E. Chicago Ave., Chicago 11, Ill.
 MEISEL Press Mfg. Co., 944 Dorchester Ave., Boston 26, Ill.
 MOORE, Kenneth J., & Co., 1778 W. Estes Ave., Chicago 26, Ill.
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 DOUTHITT Corp., The, 680 E. Fort St., Detroit 26
 EASTMAN Kodak Co., Rochester 4, N.Y.
 MALLINCKRODT Chemical Works, 2nd & Mallinckrodt Sts., St. Louis 7, Mo.
 MERIX Chemical Co., 1021 E. 55th St., Chicago 15, Ill.
 NUCLEAR Products Co., 10175 E. Bush St., El Monte, Calif.
 PHILLIPS & Jacobs, 622 Race St., Philadelphia
 ROSCO Laboratories, 29 Moore St., Brooklyn 6
 WILLIAMS, Brown & Earle, 904 Chestnut St., Philadelphia, Pa.

LENSES, MIRRORS, PRISMS

★AMERICAN Type Founders, Inc., 200 Elmore Ave., Elizabeth 8, N.J.
 ★AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 268 4th Ave., New York 10, N.Y.
 BACHE, Semon, & Co., 636 Greenwich St., New York 14, N.Y.
 BAUSCH & Lomb Optical Co., 681 St. Paul St., Rochester 2, N.Y.
 BRIDGEPORT Engravers Supply Co., 287 Atlantic Avenue, Boston, Mass.
 BROWN, W. A. Mfg. Co., 608 S. Dearborn St., Chicago 5
 BURKE & James, 321 S. Wabash Ave., Chicago 4
 CHEMCO Photoproducts Co., Charles St., Glen Cove, New York
 DOUTHITT Corporation, 680 E. Fort St., Detroit 26
 GENERAL Scientific Corp., 5151 W. 65th St., Chicago, Ill.
 GOERZ American Optical Co., 317 E. 34th St., New York 16, N.Y.
 PICTORIAL Machinery Ltd., Crawley, Sussex, England
 ★ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31, Illinois
 ROSCO Laboratories, 29 Moore St., Brooklyn, N.Y.
 SULLBARGER, E. T., Co., 114 Liberty St., New York 6, N.Y.
 WESEL Mfg. Co., 1141 N. Washington Ave., Scranton, Pa.
 WILLIAMS, Brown & Earle, 904 Chestnut St., Philadelphia, Pa.
 ZARKIN Machine Co., 34-19 10th St., Long Island City 6, N.Y.

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 FOTOTYPE, Inc., 1414 W. Roscoe St., Chicago 13
 VARIGRAPH Co., Inc., Box 690, Madison, Wis.

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 2 Automatic Skid
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 1
 ECONOMY Engineering Co., 4511 W. Lake St., Chicago, Ill.
 ★LAWSON, E. P., Co., Subsid. of Miehle-Goss-Dexter Corp., 426 W. 33rd St., New York 1, N.Y.
 2
 RATHBUN & Bird Co., 379 W. Broadway, New York 1
 1
 REVOLVATOR Co., 86th & Tonnelle Ave., North Bergen, N.J.
 2
 SOUTHWORTH Machine Co., 30 Warren Ave., Portland, Maine

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 FOSTORIA Pressed Steel Corp., Fostoria, Ohio
 FRINK Corporation, The, 27-01 Bridge Plaza No., Long Island City, N.Y.
 MACBETH Corp., P.O. Box 950, Newburgh, N.Y.
 MILLER Company, 99 Center, Meriden, Conn.
 PICTORIAL Machinery Ltd., Crawley, Sussex, England
 SHANNON Luminous Materials Co., 7356 Santa Monica Blvd., Hollywood 46, Calif.
 SYLVANIA Electric Products Inc., 500 Fifth Ave., New York 18, N.Y.
 WESTINGHOUSE Electric & Mfg. Co., East Pittsburgh, Pa.

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 BROCK & RANKIN, 4501 W. 16th St., Chicago 23
 BUCHAN Loose Leaf Records Co., 420 S. Penn St., Clifton Heights, Pa.
 ELBE File & Binder Co., 649 Alden, Fall River, Mass.
 ELLINGSWORTH Mfg. Co., 200 S. Peoria St., Chicago 7, Ill.
 ★FLEX-O-Coil Products Co., 3935 N. Mission Rd., Los Angeles, Calif.
 GENERAL Binding Corporation, 1101 Skokie Hwy., Northbrook, Ill.
 GOES Lithographing Co., 42 W. 61st St., Chicago 21
 HEINN Company, 326 W. Florida St., Milwaukee 4
 INDEX Sales Corp., 1313 W. Congress St., Chicago 7
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 SHEPPARD, C. E., Co., 4401 21st St., Long Island City 1, N.Y.
 SMITH, S. K., Company, 2857 N. Western Ave., Chicago 18, Ill.
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 STANDARD Mechanical Bindings Co., 1100 W. 3rd Ave., Columbus, Ohio
 TENACITY Mfg. Co., Cooper & Hosea Sts., Cincinnati 15
 TRUSSEL Mfg. Co., Inc., 190 Cottage Street, Poughkeepsie, N.Y.
 WILSON Jones Co., 209 S. Jefferson St., Chicago 6, Ill.

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 FEDERAL Mining & Mfg. Co., 222 Kearney Ave., Jersey City 4, N.J.
 FISKE Brothers Refining Co., Lubriplate Div., 129 Lockwood St., Newark 5, N.J.
 GULF Oil Corporation, Gulf Building, Pittsburgh 30
 ★LUDLOW Typograph Co., 2032 Clybourn Ave., Chicago 14, Ill.
 MERIX Chemical Co., 1021 E. 55th St., Chicago 11, Ill.
 PECK, James I., 47 High St., West Orange, N.J.
 PURE Oil Co., 35 E. Wacker Drive, Chicago 1, Ill.
 ROTHMAN Corp., P.O. Box 5074, St. Louis 15
 ★SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New York 13, N.Y.
 STEWART-Warner Corp., 1826 Diversey Pkwy., Chicago
 SUPERIOR Flake Graphite Co., 33 S. Clark St., Chicago 3, Ill.

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 BOWSER, Inc., 1302 Creighton Ave., Ft. Wayne 2, Ind.
 PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co., 1905 Diversey Parkway, Chicago 14, Ill.
 RIVETT Lathe & Grinder, Inc., 20 Riverview Rd., Boston, Mass.
 STEWART-Warner Corp., 1826 Diversey Pkwy., Chicago



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 2 Moving
 3 Erecting
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 PAVYER Printing Machine Works, 600 S. Broadway, St. Louis 2, Mo.
 1 2 3

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- 6 Gumming
- 7 Hinging
- 8 Mounting-maps, litho
- 9 Pebbling
- 10 Plastic Coating
- 11 Scorching
- 12 Swatching
- 13 Tabbing
- 14 Tipping
- 15 Tubing
- 16 Varnishing, lacquering

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12 13 14 15 16

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(See Photo Composing Machines—Step-and-Repeat)

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(See Counters, Daters, Etc.)

O

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OFFSET INKS (see Ink—Standard)



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 SEILER Mfg. Co., 18 W. Main St., Mt. Joy, Pa.

PAGING AND NUMBERING MACHINES

AMERICAN Numbering Machine Company, Atlantic & Shepherd Aves., Brooklyn 8, N.Y.
 ★AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 268 4th Ave., New York 10, N.Y.
 BATES Mfg. Co., 30 Vesey St., New York 7, N.Y.
 CORKPAK Co., Inc., The, 70 Argyle Ave., New Rochelle, N.Y.
 ★FORCE, Wm. A., & Co., 216 Nichols Ave., Brooklyn 8, N.Y.
 HELLER Roberts Mfg. Co., 700 Jamaica Ave., Brooklyn 8, N.Y.
 HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa.
 HOOLE Machine & Engraving Works, Inc., 30 Main St., Brooklyn, N.Y.
 MC ADAMS, John & Sons, Inc., 20 Knight St., Norwalk, Conn.

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★AUTOMATIC Saw Co., 425 N. Senate Ave., Indianapolis 4, Ind.

BECK, Charles, Machine Corp., 44 Church Road, King of Prussia, Pa.

BOICE-CRANE Co., 930 Central Ave., Toledo 6

BOLTON, John W., and Sons, Inc., Lawrence, Mass.

BORG-Warner Corp., Atkins Saw Division, 402 S. Illinois St., Indianapolis 9, Ind.

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CORKPAK Co., The, 70 Argyle Ave., New Rochelle, N.Y.

2

CRAFTSMEN Machinery Co., 75 W. Dedham St., Boston 10, Mass.

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★DEXTER Co., Div. of Miehle-Goss-Dexter Corp., 2011 W. Hastings St., Chicago 8

1 2 5

DISSTON, Henry, Div., H. K. Porter Co., Inc., Unruh & Milner Sts., Philadelphia 5, Pa.

4

FATE-Root-Heath Co., Inc., Plymouth, Ohio

3

FEIEREISEN, H. L., 1410 18th St., S.E., P.O. Box 987, Cedar Rapids, Iowa

2 3 4

FREMONT Tool & Die Co., 432 N. Wood St., Fremont, Ohio

5

GLOBE Mfg. Co., 2009 Kinsey St., Philadelphia 24, Pa.

11

GREGGORY, Inc., 203 N. Wabash Ave., Chicago 1

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1 2 3 4 5 6 7 8 9 10 11
 HANCHETT Mfg. Co., 906 N. State St., Big Rapids, Mich.

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★HARRIS-Saybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5

1 2 3 4 5 7 8

HEPPENSTALL Co., Pittsburgh, Pa.

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HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa.

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HOBBS Mfg. Co., 26 Salisbury St., Worcester 5, Mass.

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HOOPER, F. X., Co., Inc., Glen Arm, Md.

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★IRWIN Mfg. Co., 199 Main St., Garland, Pa.

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JACQUES, John, & Son, 93 Webster St., Worcester 3, Mass.

6

LASTICKS, Inc., 119-10 Sutphin Blvd., Jamaica, L.I., N.Y.

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★LAWSON, E. P., Co., Subsid. of Miehle-Goss-Dexter Corp., 426 W. 33rd, New York 1

1 2 4 5 6 7 8 10

LITH, Michael, Inc., 145 W. 45th St., New York 36, N.Y.

1 2 4 6a 8

MAXSON Automatic Mch. Co., 98 Granite St., Westerly, R.I.

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MEISEL Press Mfg. Co., 944 Dorchester Ave., Boston 25, Mass.

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MISSOURI-Central Type Foundry, 705 E. Murdock Ave., Wichita 5, Kan.

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★NAZ-DAR Co., 469 Milwaukee Ave., Chicago 10

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OHIO Knife Co., B. & O. R. R. & Dramon Ave., Cincinnati 23, Ohio

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★PACKER Mfg. Co., Inc., Green Bay, Wis.

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PARSONS & Whitmore Inc., 250 Park Avenue, New York 17, N.Y.

PAVYER Printing Machine Works, 600 S. Broadway, St. Louis 2, Mo.

2 3 4 5 6 8

POWER Gauges, 304 Hudson St., New York 13

7

★PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio

5

★ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31, Ill.

4

ROBINSON, John T., Co., 1476 River St., Hyde Park 36, Mass.

9

RUESCH Co., 649 N. 4th St., Milwaukee 3

2

SANDBERG Mfg. Co., 1941 W. Fulton St., Chicago

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★SHERIDAN, T. W. & C. B., Co., 220 Church St., New York 13, N.Y.

★SIEBOLD, J. H. & G. B., 150 Varick St., New York 13

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SIMONDS Saw and Steel Co., 470 Main St., Fitchburg, Mass.

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SIMONDS Worden White Co., 617 Negley Pl., Dayton 7, Ohio

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SMITH & Winchester Mfg. Co., Inc., South Windham, Conn.

1 2 4 9 11

STANDARD Paper Box Machine Co., 476 Broome St., New York 13, N.Y.

4 6 7 9

SUPER Speed Printing Machinery Co., 1712 E. 27th St., Cleveland, Ohio

1 4 5 6 7

THOMPSON Cabinet Co., Box 286, Ludington, Mich.

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TURNER Printing Machinery, Inc., 6510 Euclid Ave., Cleveland 3

1 2 4 5 7

UNITED Shoe Machinery Corp., 140 Federal St., Boston 7, Mass.

3 4

WAPAKONETA Machine Co., Box 179, Wapakoneta, Ohio

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HOCH, Fred W., & Assoc., 461 Eighth Ave., New York, N.Y.

TESTING Machines, Inc., 72 Jericho Tpke., Mineola, L.I., N.Y.

THWING-Albert Instrument Co., Penn & Pulaski, Philadelphia 44, Pa.

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ABRAMS, M. L., Co., 1841 Prospect Ave., Cleveland, Ohio

WM. HOLLINGSWORTH Machine Co., 227 N. Holiday St., Baltimore 2

SOUTHWORTH Machine Co., 30 Warren Ave., Portland, Maine

PAPER SKIDS AND PLATFORMS

ALL STEEL Welded Truck Corp., 1149 Railroad Ave., Rockford, Ill.

CLINE Electric Mfg. Co., 4305 W. 47th St., Chicago

EQUIPTO Div. Aurora Equipment Co., Aurora, Ill.
 KOHLER Systems Co., 159 E. Chicago Ave., Chicago
 LEWIS-Shepard Products, Inc., 239 Walnut St., Water-
 town 72, Mass.
 MARKET Forge Co., 30 Garvey St., Everett 49, Mass.
 NUTTING Truck & Castor Co., 1201 W. Division St.,
 Faribault, Minn.
 REVOLVATOR Co., 86th St. & Tonnelle Ave., North
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GLOGAU & Co., 1914 W. Birchwood, Chicago 5, Ill.

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 ensack, N. J.
 HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa.
 LINDBLADH Corp., 201 Morris St., Toledo 4, Ohio
 ★VERNER, B. & Co., 52 Duane St., New York 7
 WILLIAMS, Brown & Earle, 904 Chestnut, Philadelphia

PERFORATING MACHINES

★AMERICAN Type Founders, Inc., 200 Elmora Ave.,
 Elizabeth 8, N. J.
 BATES Mfg. Co., 30 Vesey St., New York 7
 FORD Instrument Co., 31-10 Thomson Ave., Long Island
 City 10, N.Y.
 ★HARRIS-Seybold Co., Div. of Harris-Intertype Corp.,
 4510 E. 71st St., Cleveland 5
 ★LAWSON, E. P. Co., Subsid. of Miehle-Goss-Dexter
 Corp., 424 W. 33rd St., New York 1, N.Y.
 McADAMS, John, & Sons, Inc., 20 Knight St., Norwalk,
 Conn.
 ★NYGREN-Dahly Co., 1422 W. Altgeld St., Chicago
 PIERCE Specialized Eqp. Co., 350 Peninsular Ave., San
 Mateo, Calif.
 ★ROSBACK, F. P. Co., 5th and Park Sts., Benton Har-
 bor, Mich.

PERFORATING, SLITTING AND SCORING ATTACHMENTS, PRESS

ACME Printing Appliance Co., 9455 Seymour Ave.,
 Schiller Park, Ill.
 BEALL, Jack, 641 S. Dearborn St., Chicago 5, Ill.
 BOYD, H. S. Co., 6525 E. 24th St., Tulsa, Okla.
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 ★ORTLEB Machinery Co., 3818 Laclede Ave., St. Louis,
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 ANDERSON, Paul, Mfg. Co., 125 Broadway, San An-
 tonio, Texas
 CONSOLIDATED International Equipment & Supply Co.,
 1030 W. Chicago Ave., Chicago 22
 EUREKA Photo Offset Engraving, Inc., 20 Vandam St.,
 New York, N.Y.
 HUEBNER Graphic Arts Consultants, 102 N. Mamaroneck,
 Mamaroneck, N.Y.
 HULEN Line-Up Table Co., 417 E. Tenth St., Kansas City
 6, Mo.
 ★LANSTON Monotype Co., Div. of Lanston Industries,
 Inc., 24th & Locust Sts., Philadelphia 1
 PRINTING Engineers, Inc., 2961 Farnum St., Omaha 2,
 Neb.
 RUTHERFORD Machinery Co., Div. Sun Chemical Corp.,
 401 Central Ave., E. Rutherford, N.J.
 WESEL Mfg. Co., 1141 N. Washington Ave., Scranton, Pa.
 YOUNG, Howell, T., 30 East End Ave., New York 28,

PHOTOCOPY EQUIPMENT, PAPER AND CHEMICALS

BROWN, W. A. Mfg. Co., 608 S. Dearborn St., Chicago 5
 CHEMCO Photo Products Co., Charles St., Glen Cove, N.Y.
 DEFENDER Photo Supply Co., Inc., 666 Driving Pk.
 Ave., Rochester 13, N.Y.
 ★DOUTHITT Corp., The, 680 E. Fort St., Detroit
 ★DU PONT, E. I., de Nemours & Co., Fabricoid Div., Wil-
 mington 98, Del.

EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.
 GOODKIN, M. P. Co., subd.: Goodkin Mfg. Corp., 24
 Beech St., Newark 2, N.J.
 ★HALOID Xerox, Inc., 34-219 Haloid St., Rochester 3,
 N.Y.
 HUNT, Phillip A. Co., Palisades Park, N. J.
 MERIX Chemical Co., 1021 E. 55th St., Chicago 15
 MILLER-Trajan Co., 1083 W. Main St., Troy, Ohio
 REMINGTON Rand, Div. of Sperry-Rand Corp., 315
 Fourth Ave., New York 10, N.Y.
 WILLIAMS, Brown & Earle, 904 Chestnut St., Philadel-
 phia, Pa.

PHOTOGRAPHS (see Stock Photographs)

PHOTO-LETTERING MACHINES

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 Ave., New York 10, N.Y.
 ★DAVIDSON Corp., Subsid. of Mergenthaler Linotype
 Co., 29 Ryerson St., Brooklyn 5
 HALBER Corp., 4151 W. Montrose Ave., Chicago
 FILMOTYPE Corp., 7500 McCormick Blvd., Skokie, Ill.
 VARI-Typer Corp., subd. Addressograph-Multigraph
 Corp., 720 Frelinghuysen Ave., Newark 12, N.J.

PHOTOTYPE LETTERS

ARTYPE, Inc., 127 S. Northwest Highway, Barrington,
 Ill.
 FOTOTYPE Inc., 1414 W. Roscoe, Chicago 13

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 ★INTERTYPE Co., Div. of Harris-Intertype Corp., 360
 Furman St., Brooklyn 2
 ★LANSTON Monotype Co., Div. of Lanston Industries,
 Inc., 24th & Locust Sts., Philadelphia 1
 ★MERGENTHALER Linotype Co., 29 Ryerson St., Brook-
 lyn 5, N.Y.
 PHOTON, Inc., 58 Charles St., Cambridge, Mass.

PLANERS (See Saws and Planers)

PLANT LAYOUT SERVICE

CHEMCO Photoproducts Co., Charles St., Glen Cove, N.Y.
 DOUTHITT Corp., 680 E. Fort St., Detroit 26
 FOSTER Mfg. Co., 13th & Cherry Sts., Philadelphia 7, Pa.
 FREEDMAN, Olin E., 156 E. Erie St., Chicago 11
 GRAPHIC Arts Industry, Inc., 1104 Currie Ave., Min-
 neapolis 3, Minn.

PLATE COATING AND WHIRLING MACHINES

★AMSTERDAM Cont'l. Types & Graphic Equip., Inc., 268
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 AURORA School of Photo-Engraving, Aurora, Mo.
 BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave.,
 Boston, Mass.
 BROWN, W. A. Mfg. Co., 608 S. Dearborn St., Chicago
 CHEMCO Photoproducts Co., Charles St., Glen Cove, N.Y.
 CONSOLIDATED International Equipment & Supply Co.,
 1030 W. Chicago Ave., Chicago 22
 DOUTHITT Corp., 680 E. Fort St., Detroit 26
 GELB Company, Joseph, 52 Arlington St., Newark 2,
 N. J.
 ★HARRIS-Seybold Co., Div. of Harris-Intertype Corp.,
 4510 E. 71st St., Cleveland 5
 ★LANSTON Monotype Co., Div. of Lanston Industries,
 Inc., 24th & Locust Sts., Philadelphia 1
 MASTER Etching Machine Co., 127 Greenwood Ave.,
 Wyncote, Pa.
 McKinley Litho Supply Co., 1623 John St., Cincinnati
 MILLER-Trajan Co., Inc., 1083 W. Main St., Troy, Ohio
 PHILLIPS & Jacobs, 622 Race St., Philadelphia, Pa.
 PICTORIAL Machinery Ltd., Crawley, Sussex, England
 ★ROBERTSON Photo-mechanix, Inc., 7440 Lawrence
 Ave., Chicago 31, Illinois
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 401 Central Ave., E. Rutherford, N.J.
 RYAN, E. G. Co., 153 W. Huron St., Chicago 5, Ill.
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 N.Y.
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 ★PROCESS Color Plate Co., 522 S. Clinton St., Chi-
 cago, Ill.
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 7 Rubber
 8 Steel
 9 Magnesium, polished for Photo Engravers
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 11 Zinc, Offset-Litho
 1 2 3 4 5 6 7 8 9 10 11
 ALJEN Associates, 1215 Primrose St., Cincinnati 23
 1
 ALUMINUM Co. of America, 1501 Alcoa Bldg., Pitts-
 burgh, Pa.
 1
 AMERICAN Brass Co., Waterbury 20, Conn.
 2 3
 AMERICAN Etype Corp., 739 Osterman Ave., Deer-
 field, Ill.
 7
 AMERICAN Zinc Products Co., Greencastle, Ind.
 3 10 11
 ★AMSTERDAM Cont'l. Types & Graphic Equip., Inc., 44
 Whitehall St., New York 4, N.Y.
 ATLANTIC Zinc Works, 210 Van Brunt St., Brooklyn 31,
 N.Y.
 3 9 10
 AZOPLATE Corp., 558 Central Ave., Murray Hill, N.J.
 6
 BAKELITE Corporation, 283 Madison Ave., New York
 5
 ★BLATCHFORD Div. National Lead Co., 111 Broadway,
 New York City 4
 BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave.,
 Boston, Mass.
 9
 ★BROOKS & Perkins, Inc., 1950 W. Fort St., Detroit 16
 9
 CALIFORNIA Ink Co., Inc., 545 Sansome St., San Fran-
 cisco, Calif.
 1 2 3 4 10 11
 CORKPAK Co., Inc., New Rochelle, N.Y.
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 CRONITE Co., Inc., 88th St. & Hudson Blvd., North Ber-
 gen, N. J.
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DITTO, Inc., 6800 McCormick Rd., Chicago 45

DIVISION Lead Co., 7742 W. 61st Place, Summit, Ill.

DOUTHITT Corp., 680 E. Fort St., Detroit 26, Mich.

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★ECONO Products, Inc., 132 Humboldt St., Rochester 10, N.Y.

EDES Manufacturing Co., Water St., Plymouth, Mass.

EMPIRE Metal Company, 820 E. Water, Syracuse 3, N.Y.

FAIRCHILD Camera & Instrument Corp., Fairchild Drive, Plainview, N.Y.

FEDERATED Metals Division, American Smelting and Refining Co., 120 Broadway, New York 5, N.Y.

FOTOPLATE Co., subd. of S. D. Warren Co., 34 Oxford St., Newark 5, N.J.

GARDNER Metal Co., 4820 S. Campbell, Chicago 32, Ill.

GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17

GOODRICH, B. F., Industrial Products Rubber Co., 500 S. Main St., Akron 18, Ohio

GOODYEAR Tire & Rubber Co., Printers' Supplies Dept., P.O. Box 801, New Bedford, Mass.

★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5

★HILL Rubber Co., 2728 Elston Ave., Chicago 47, Ill.

★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8, Ill.

ILLINOIS Zinc Company, 2959 W. 47th St., Chicago 32

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MINNESOTA Mining & Mfg. Co., 900 Bush Ave., St. Paul 6, Minn.

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1 2 3 4 5 6 7 8 9 10 11

★PITMAN, Harold M., Co., 33rd St. & 51st Ave., Chicago 50

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PRINTING Developments, Inc., 9 Rockefeller Plaza, New York 20, N.Y.

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PITTSBURGH White Metal Co., Inc., 284 Hamilton Ave., Brooklyn 31

POLYCHROME Corp., 2 Ashburton Ave., Yonkers 2, N.Y.

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PRINTING Developments, Inc., 9 Rockefeller Plaza, New York 20, N.Y.

★RB & P Chemical & Supply, Inc., 1640 N. 31st St., Milwaukee 8

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 4 Electromechanical
 5 Embossing
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 6a Flexographic
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 8 Gravure Roll Feed
 9 Gravure Sheet Feed
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 13 Newspaper
 14 Offset-Lithographic
 15 Offset-Lithographic Roll Feed
 16 Offset-Lithographic Sheet Feed
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 12 13 14 15 16 17 18 19 20 21 22
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 ★HAMILTON Tool Co., 900 Hanover St., Hamilton, Ohio
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 15 17 21
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 Vernon, N.Y.
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 ★HARRIS-Seybold Co., Div. of Harris-Intertype Corp.,
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 ★HEIDELBERG Sales & Service Co., 73-45 Woodhaven
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 INMAN Mfg. Co., 41 Guy Park Ave., Amsterdam, N.Y.
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 gress St., Detroit, Mich.
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 15 21 22
 LEVEY Co., Frederick H., 380 Madison Ave., New York
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 MAGNAT Mach. & Pattern Corp., Leeds, Mass.
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 MASTERSCREEN Printing Equipment Corp., P.O. Box 707,
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 ★MIEHLE Co., Div. of Miehle-Goss-Dexter Corp., 2011
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 2 3 7 9 10 22
 12 13 14 16 17

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 12 13 14 15 16 17 18 19 20 21 22
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 burg 33, Pa.
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 12 14 16
 MOORE, Kenneth J., & Co., 1778 W. Estes Ave., Chicago
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 N. W., Atlanta, 13, Ga.
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 12 21
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 York 1, N.Y.
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 SWIFT, M., & Sons, Inc., 10 Love Lane, Hartford 1, Conn
 THOMSON-National Press Co., Franklin, Mass.
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 19
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 Newark 5, N.J.
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 Cleveland, Ohio
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 13 14 19 21 22
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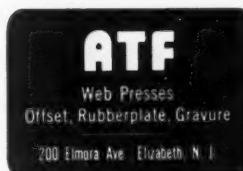
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10 Fans, Novelties, etc.
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12 Foil
13 Fruit Stamping
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15 Label
16 Letter, Form
17 Match Book Cover
18 Menu
19 Metal Plate, Glass, and Plastics
20 Milk Bottle Cap
21 Pencil
22 Photogelatin
23 Register Form
24 Rolling Surfaces and Rubber Ball
25 Sales Book
26 Show Card
27 Silk Screen
28 Snap-out and Zigzag
29 Tag
30 Tape and Ribbon
31 Ticket
32 Tube
33 Typewriter Ribbon Attachment
34 Wet Paper
35 Wood
36 Wrapper

- 1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31 32 33
34 35 36
ADDRESSOGRAPH-Multigraph Corp., 1200 Babblitt Rd., Cleveland, Ohio
1 2 3 4 5 6 9
12 14 15 16 18 29 31
36
★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 8, N. J.
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23 25 28 29 36

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12 15
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3
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27
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★HAMILTON Tool Co., 900 Hanover St., Hamilton, Ohio
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23 25 15 16 28 31
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23 25 26 29 31
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12 15 30
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12 28 36
IMPERIAL Lithograph Press Corp., 11 W. 42nd St., New York 18
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12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31 32 33
34 35 36
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3
KIDDER Press Co., Dover, N. H.
1 4 7
12 13
LINE-O-Scribe, Div. Globe Corporation, 400 N. Michigan Ave., Chicago 11, Ill.
26
MAGNAT Mach. & Pattern Corp., Leeds, Mass.
3
MAKATAG Company, 2 Linden St., Reading, Mass.
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MARKEM Machine Co., 150 Congress St., Keene, N. H.
3
14 15 27 29 30 31 32
McADAMS, John, & Sons, 20 Knight St., Norwalk, Conn.
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MEISEL Press Mfg. Co., 944 Dorchester Ave., Boston 25, Mass.
2 4 5 6 9 11
14 15 16 28 31
23 25 36
★MIEHLE Co., Div. of Miehle-Goss-Dexter Corp., 2011 Hastings St., Chicago 8
3 5
14 15 16 17 18
★MILLER Printing Machinery Co., 1117 Reedsdale St., Pittsburgh 33, Pa.
3 5
12 14 15 16 17 18 29
MOORE, Kenneth J., & Co., 1778 W. Estes Ave., Chicago 1
4
MOTTER'S, George F., & Sons, 132 S. Pershing Ave., York, Pa.
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★NAZ-DAR Company, 469 Milwaukee Ave., Chicago
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★NEW Era Mfg. Co., Box 400, Hawthorne, N.J.
13 16 17 28 29 31
23 25 14 17 21
★PACKER Mfg. Co., Green Bay, Wis.
12 3 4 6
23 25 15 28 30
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PAPER Converting Machines Co., 2300 S. Ashland, Green Bay, Wis.
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27 32
RYAN, E. G., Co., 153 W. Huron St., Chicago, Ill.
5 6 7 9 11
14 15 16 17 18 31
25 28 29
SANDY HILL Iron & Brass Works, 27 Allen St., Hudson Falls, N.Y.
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23	24	25	26	27	28	29	30	31	32	33
34	35	36								
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STOESSEL Machine Mfg. Corp., 534 W. 35th St., New York 1, N.Y.										
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UNITED Machine Co., 5700 E. Belknap, Ft. Worth, Tex.										
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25	15	16	17	20	31

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ACCURATE Steel Rule Die Manufacturers, 22 West 31st St., New York 10, N.Y.
AMERICAN Fabricators, 22 W. 21st St., New York 10, N.Y.
BAR-Plate Mfg. Co., Boston Post Rd., Orange, Conn.
CORPKAK Co., Inc., The, 70 Argyle Ave., New Rochelle, N.Y.
★DISSTON, Henry, Div., H. K. Porter Co. Inc., Unruh & Milner Sts., Philadelphia 35, Pa.
★RICHARDS, J. A., Co., 903-7 N. Pitcher, Kalamazoo, Mich.

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(Also see Vacuum Printing Frames)
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cities.



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BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave., Boston, Mass.
BROWN, W. A. Mfg. Co., 608 S. Dearborn St., Chicago 5
CHEMCO Photoproducts Co., Charles St., Glen Cove, N.Y.
CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22
DOUTHITT Corp., 680 E. Fort St., Detroit 26
GELB Co., Joseph, 52 Arlington St., Newark 2, N.J.
HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 E. 71st St., Cleveland 5
MCKINLEY Litho Supply Co., 1623-39 John St., Cincinnati
MILLER-Trojan Co., Inc., 1983 W. Main St., Troy, Ohio
NU Arc Co., 824 S. Western Ave., Chicago 12
★ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago, Illinois
RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 401 Central Ave., E. Rutherford, N.J.
RYAN, E. G., Co., 727 S. Dearborn, Chicago, Ill.

SULLEBARGER, E. T., Co., 114 Liberty St., New York 6, N.Y.
WESEL Mfg. Co., 1141 N. Washington Ave., Scranton, Pa.
ZARKIN Machine Co., 34-19 10th St., Long Island City, N.Y.

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★DAVIDSON Corp., Subsid. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
DEFENDER Photo Supply Co., Inc., 666 Driving Pk. Ave., Rochester 13, N.Y.
EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.

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DUDLEY, Kenneth E., Co., Box 806, Hagerstown, Md.
FAIRBANKS, Morse & Co., 900 S. Wabash, Chicago
★GAST Mfg. Co., Box 117-0, Benton Harbor, Mich.
★HOE, R., & Co., Inc., 910 E. 138th St., New York 54, LeIMAN Bros., Inc., P.O. Box 1339, Newark 5, N.J.
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OILGEAR Co., 1560 W. Pierce St., Milwaukee 4, Wis.
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★AMERICAN Roller Co., 1342 N. Halsted St., Chicago
★AMERICAN Type Founders, Inc., 200 Elmore Ave., Elizabeth, N.J.
★CHALLENGE Machinery Co., Grand Haven, Mich.
CRAFTSMAN Machinery Co., 75 W. Dedham St., Boston 6, G. C. Manufacturing Co., 812 Belmont Ave., Chicago 14, Ill.
★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 East 71st St., Cleveland 5
HICKOK, W. O. Mfg. Co., Box 423, Harrisburg, Pa.
LASSCO Products, Inc., 485 Hague St., Rochester, N.Y.
★LAWSON, E. P., Co., Subsid. of Miehle-Goss-Dexter Corp., 426 W. 33rd St., New York 1, N.Y.
MICK, Walter K., Co., 500 Robert St., St. Paul 1, Minn.
★NYGREN-Dahly Co., Inc., 1422 W. Altgeld St., Chicago, Ill.
★PIONEER Mfg. Co., 1130 Nebraska Ave., Toledo, Ohio
★PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio
★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.
★ROSBACK, F. P., Co., 5th & Park Sts., Benton Harbor, Mich.
SOUTHWORTH Machine Co., 30 Warren Ave., Portland, Me.
SPIRAL Binding Co., 406 W. 31st St., New York 1
STANDARD Tag Co., 65 Duane St., New York 7, N.Y.
SUPER Speed Printing Machinery Inc., 1712 E. 27th St., Cleveland 14, Ohio
TURNER Printing Machinery Co., 6510 Euclid Ave., Cleveland 3

PUNCH PRESSES

WALSH Press & Die Co., 4737 W. Kinzie St., Chicago 44, Ill.

PYROMETERS (See Temperature Control and Indicators, Metal)



QUOINS AND KEYS

1 Keys
2 Quoins
★AMERICAN Type Founders, Inc., 200 Elmore Ave., Elizabeth 8, N.J.
★AMERICAN Wood Type, 35 W. 3rd St., New York 12, N.Y.
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HEMPEL, H. A., 586 Tonawanda St., Buffalo 7, N.Y.	
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PITTSBURGH White Metal Co., Inc., 284 Hamilton Ave., Brooklyn 31	
★PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio	
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THOMPSON Cabinet Co., Box 286, Ludington, Mich.	



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AIRTEMP Division Chrysler Corp., 1600 Webster St., Dayton, Ohio
CARRIER Corp., Carrier Pkwy., Syracuse 1, N.Y.
GENERAL Electric Co., 1 River Road, Schenectady 5
TRANE Co., La Crosse, Wis.
WESTINGHOUSE Electric Corp., P. O. Box 868, Pittsburgh, Pa.

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CARLSON Co., The, 15 Hathaway St., Boston 10
CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago, Ill.
COTTRELL Co., Subsid. of Harris-Intertype Corp., Box 515, Westerly, R.I.
CRAFTSMEN Line-Up Table Corp., 49 River St., Wal-tham 54, Mass.
ELECTRIC Eye Equipment Co., 1930 East Fairchild St., Danville, Ill.
HEINRICH, H. H., Inc., 200 Varick St., New York
HESS & Barker, 212 S. Darien St., Philadelphia 7
HUEBNER Graphic Arts Consultants, 102 N. Mamaroneck, Mamaroneck, N.Y.
★LANSTON Monotype Co., Div. of Lanston Industries, 24th & Locust Sts., Philadelphia 1
OISEN Mark Corp., 124 White St., New York 13
PITTSBURGH White Metal Co., Inc., 284 Hamilton Ave., Brooklyn 31
★PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio
STA-Hi Corp., 235 W. Washington Blvd., Whittier, Calif.
TAYLOR Machine Co., 210 Guilford Ave., Baltimore
WOOD Newspaper Machinery Corp., 501 Fifth Ave., New York 17, N.Y.

REPRODUCTION PROOFING SYSTEM

★CHALLENGE Machinery Co., 1st St., Grand Haven, Mich.
TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn
★VANDERCOOK & Sons, Inc., 3601 W. Touhy Ave., Chicago 45, Ill.

RIVETING MACHINES

STIMPSON, Edwin B., Co., Inc., 70 Franklin Ave., Brooklyn 5, N.Y.
UNITED Shoe Machinery Corp., 140 Federal St., Boston

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BINGHAM'S, Sam'l, Son Mfg. Co., 636 Sherman St., Chicago 5, Illinois
HART, Wm. C., Co., 137 Greene St., New York
MOTOR City Roller Co., 448 E. Lafayette, Detroit 26

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BINGHAM'S, Sam'l, Son Mfg. Co., 636 Sherman St., Chicago 5, Ill.
★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8, Ill.
JOMAC Inc., 6128 N. Woodstock St., Philadelphia 38
★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10, Ill.
ROSS, Charles & Son, Co., 148-156 Classon Ave., Brooklyn, N.Y.

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JOMAC, Inc., 6128 N. Woodstock St., Philadelphia, Pa
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ROLLERS

- 1 Composition
- 2 Covered
- 3 Folding Machine
- 4 Gravure
- 5 Hand
- 6 Offset-Lithographic
- 7 Proofing
- 8 Rubber, Natural
- 8a Neoprene Letterpress
- 9 Rubber, Synthetic
- 10 Vulcanized Oil

ADDRESSOGRAPH-Multigraph Corp., 1200 Babbitt Rd., Cleveland, Ohio
★AMERICAN Roller Co., 1342 N. Halsted St., Chicago 1
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★AMERICAN Type Founders, Inc., 200 Elmore Ave., Elizabeth 8, N. J.
AMERICAN Wringer Co., Inc., 121 Clinton St., Woonsocket, R.I.

BEN DAY, Inc., 118 East 28th St., New York 16

BINGHAM Brothers, Inc., 406 Pearl St., New York

BINGHAM'S, Sam'l, Son Mfg. Co., 636 S. Sherman St., Chicago 5, Ill.

CALIFORNIA Ink Co., 545 Sansome St., San Francisco 11, Calif.

CORPKAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.

CRONITE Co., 88th St. and Hudson Blvd., North Bergen, N. J.

★DAVIDSON Corp., Subsid. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5

DAYTON Rubber Co., 2342 W. Riverview Ave., Dayton, Ohio

GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17

GODFREY Roller Co., 215 N. Camac St., Philadelphia 1
1 2 3 4 5 6 7 8 9 10

GOODRICH, B. F., Industrial Products Co., 500 S. Main St., Akron 18

GOODYEAR Tire & Rubber Co., 1144 E. Market St., Akron 16, Ohio

HARRIGAN Roller Co., Inc., 311 Guilford Ave., Baltimore 2, Md.

HART, Wm. C., Co., Inc. 137 Greene St., New York

★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8, Ill.

JOMAC, Inc., 6128 N. Woodstock St., Philadelphia, Pa.

LITHOPLATE, Inc., subsid. of Harris-Intertype Corp., 278 Arden Dr., El Monte, Calif.

MAIGNE, O. J. Co., 321 Main St., New York 38, N.Y.

McKINLEY Litho Supply Co., 1623-39 John St., Cincinnati 6 7

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MOTTER'S, George F. Sons, 132 S. Pershing Ave., York, Pa.

NATIONAL Roller Co., 307 Pearl St., New York 38

OHIO Roller Co., 4408 Detroit Ave., Cleveland 13

OSGOOD-Globe Corp., 33 Purchase St., Boston 10

PAYYER Printing Machine Works, 600 S. Broadway, St. Louis 2, Mo.

★RAPID Roller Co., 2558 S. Federal St., Chicago 16

RAYBESTOS-Manhattan, Inc., 61 Willist St., Passaic

ROBERTS & Porter, Inc., 555 W. Adams St., Chicago 7

ROLLER Corp. of America, 611 South Avenue, Garwood, N. J.

★SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New York 13, N.Y.

STANDARD Process Corp., 2704 W. Roscoe St., Chicago, Ill.

THIOLKOL Corporation, 780 N. Clinton Ave., Trenton, N. J.

TWIN City Printers Roller Co., 505 S. 3rd St., Minneapolis 15, Minn.

UNITED States Rubber Co., 1230 Ave. of the Americas, New York 20

WILD & Stevens, Inc., 45 Industrial Place, Newton Upper Falls, Mass.

WINN & GOODMAN, 440 Sansome St., San Francisco 11

WORTMAN Roller Co., 1915 Race St., Cincinnati, Ohio

ROLL LEAF CUTTERS
COUGHLIN Mfg. Co., 697 E. 132nd St., New York 54, N.Y.

GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 East 21st St., New York 10, N.Y.

LASSCO Products, Inc., 485-495 Hague St., Rochester 6

PEERLESS Roll Leaf Co., Inc., 4511 New York Ave., Union City, N. J.

SWIFT, M., & Sons, Inc., 10 Love Lane, Hartford 1, Conn.

ROTARY PRESS KNIVES
COES Knife Company, 72 Coes St., Worcester 3

OHIO Knife Co., B&O R.R. & Dremar Ave., Cincinnati

SIMONDS Saw & Steel Co., 470 Main Street, Fitchburg, Mass.

SIMONDS Worden White Co., 604 Negley Place, Dayton 7, Ohio

ROTOGRAVURE CYLINDER MARKING MACHINE (See Marking Machine, Rotogravure)

ROUGHING MACHINES (See Embossing Machines, Roller)

ROUND CORNERING MACHINES (See Punching and Round Cornering Machines)

ROUTING MACHINES

- 1 Line Slugs
- 2 Relief Plates
- 3 Router Bits

★AMERICAN Type Founders, Inc., 200 Elmore Ave., Elizabeth 8, N. J.

★AMSTERDAM Continental, 268-276 Fourth Ave., New York 10

AURORA School of Photoengraving, Aurora, Mo.

AUTOMATIC Saw Co., 425 N. Senate Ave., Indianapolis 2 3

CHICAGO Wheel & Mfg. Co., 1101 W. Monroe St., Chicago 7, Ill.

DOUTHITT Corp., 680 E. Port St., Detroit 26, Mich.

★GOSS Co., Div. of Miehl-Goss-Dexter Corp., 5601 W. 31st St., Chicago 50

★HAMMOND Machinery Builders, Inc., 1600 Douglas Ave., Kalamazoo 54, Mich.

★HOE, R., & Co., Inc., 910 E. 138th St., New York 2

MARGACH Mfg. Co., Inc., 82 Beekman St., New York, N.Y.

MILWAUKEE Saw-Trimmer Co., 612 E. Clybourn St., Milwaukee 2, Wis.

MORRISON Co., 125 W. Melvina St., Milwaukee, Wis.

NOLAN Corp., 1333 E. Dominick St., Rome, N. Y.

NORTH American Products Corp., Center Grove Rd., Box 210, Edwardsville, Ill.

ONSRUD Cutter Mfg. Plant, Libertyville, Ill.

ONSRUD Machine Works, Inc., 3900 W. Palmer St., Chicago 47, Ill.

OSTRANDER-Seymour Co., 1710 N. 25th St., Melrose Park, Ill.

★PIONEER Mfg. Co., 1130 Nebraska Ave., Toledo 2, Ohio

★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.

ROYLE, John & Sons, 10 Essex St., Paterson 3, N. J.

SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Calif.

TARPLEY, George, Co., P.O. Box 245, Chesterland, Ohio

WESEL Mfg. Co., 1141 N. Washington Ave., Scranton, Pa

WILLIAMSON & Co., Inc., P.O. Box 71, Caldwell, N.J.

ZANETTI, A. D., Machine Works, Inc., 1630 Jerrold Ave., San Francisco 24, Calif.

RUBBER PLATE MATERIALS
MELIND, Louis Co., 3524 N. Clark St., Chicago 13

RUBBER PLATE MOLDING EQUIPMENT (see Plate Molding Equipment)

RUBBER STAMP MACHINERY
AMERICAN Evatype Corp., 739 Osterman Ave., Deerfield, Ill.

ELECTRO-Copyst, Inc., 205 E. 42nd St., New York 17, N.Y.

LAKE Erie Machinery Corp., P.O. Box 68, Buffalo 17, N.Y.

RYAN, E. G., Co., 153 W. Huron St., Chicago 5, Ill.

RULE
1 Brass

- 2 Cutting, Creasing, and Perforating
- 3 Steel
- 4 Plastic

ACCURATE Steel Rule Die Mfg. Co., 22 W. 21st St., New York 10, N.Y.

ALVIN Company, 215 West 20th St., New York 11

AMERICAN Fabricators, 22 W. 21st St., New York 10

★AMSTERDAM Cont'l Types & Graphic Equip., Inc., 268 Fourth Ave., New York 10, N.Y.

BOYD, H. S., Co., 6525 E. 24th St., Tulsa, Okla.

GOODYEAR Tire & Rubber Co., Printers' Supplies Dept., P.O. Box 801, New Bedford, Mass.

- 1 2 3 4
HELMOLD, J. F., & Brothers, 1462 W. Shakespeare Ave., Chicago 14, Ill.
 2
LOS Angeles Type Foundry, Inc., 223½ E. Pico Blvd., Los Angeles, Calif.
 2
LUFKIN Rule Co., 1730 Hess St., Saginaw, Mich.
MARKEL Rubber Products Inc., 514 Jackson Ave., New York 55, N.Y.
 2 3
MENDEZ Co., 30 Beekman St., New York 7
 2
★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 13F, Mich.
 1 2 3
SIMONDS Saw and Steel Co., 470 Main St., Fitchburg, Mass.
 2 3
STEWART, Don, Co., 445 Clay St., San Francisco 11, Calif.
 2
STRIPFOUNDERS, Inc., 4550 Federal St., Chicago 9, Ill.
 1
TAYLOR-Made Rule Company, 65 Flatbush Ave., Brooklyn 17, N.Y.
 2 3
★TI-PI Company, 1000 Broadway, Kansas City 5, Mo.
 2
★UNIVERSAL Mono-Tabular Corp., 715 N. Central Expressway, Richardson, Tex.
 1

RULE CASTERS

(See Composing Machines)

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RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 401 Central Ave., E. Rutherford, N.J.
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JONES, James H., Co., 808 W. Washington St., Chicago
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McLAUGHLIN, Wm. J., & Co., 256-70 S. 23rd St., Philadelphia 3
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★ROSBACK, F. P., Co., Fifth & Park Sts., Benton Harbor, Mich.
★SCHRIER Mach. Co., 4900 Webster St., Dayton 4, Ohio
★SHERIDAN, T. W. & C. B., 220 Church St., New York 13, N.Y.
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(See Composing Machines)

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6 Imposition
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15 Work
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13 6 8
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12 9 10
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14 15
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★DAVIDSON Corp., Subsid. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
12 15
DIDDEGLASER, Inc., So. Highway & W. 12th Ave., Emporia, Kan.
1
DOUTHITT Corp., 680 E. Fort St., Detroit 26, Mich.
12 7 9
EQUIPTO Div. Aurora Eqp't. Co., Aurora, Ill.
1 15
FERGUSON, J. L. Co., P.O. Box 1196, Joliet, Ill.
FOSTER Mfg. Co., 13th & Cherry Sts., Philadelphia 7, Pa.
12 15
GELB Company, Joseph, 52 Arlington St., Newark 2, N. J.
7 9 10
12 14
GOODKIN, M. P., Co., Subsid.: Goodkin Mfg. Corp., 24 Beech St., Newark 2, N.J.
12 15
GRAPHIC Arts Accessories, 308 Marquette Bldg., Detroit, Mich.
13
★HAMILTON Mfg. Co., Two Rivers, Wis.
1 6 7 8 9 10
12 15
★HARRIS-Seybold Co., Div. of Harris-Intertype Corp., 4510 East 71st St., Cleveland 5
12 15 7 8 9 10
★HOE, R. & Co., Inc., 910 E. 138th St., New York 54, N.Y.
11
HULEN Line-Up Table Co., 417 E. Tenth St., Kansas City 6, Mo.
7
★LANSTON Monotype Co., Div. of Lanston Industries, 24th & Locust Sts., Philadelphia 1
7 9
★LEEDAL, Inc., 2929 S. Halsted St., Chicago 8
15 9
★LUDLOW Typograph Co., 2032 Clybourn Ave., Chicago 14, Ill.
8
LYON Metal Products, 1168 Madison Ave., Aurora, Ill.
15 10
MILLER-Trojan Company, 1083 W. Main St., Troy, Ohio
12 9
MOTTER'S, George F. Sons, 132 S. Pershing Ave., York, Pa.
4

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15
NOLAN Corp., 1333 E. Dominick St., Rome, N.Y.
6
PHILLIPS & Jacobs, 622 Race St., Philadelphia 12
12
PITTSBURGH White Metal Co., Inc., 284 Hamilton Ave., Brooklyn 31
6 7
REVOLVATOR Co., 86th & Tonnelle Ave., North Bergen, N.J.
★ROBERTSON Photo-Mechanix, Inc., 7440 Lawrence Ave., Chicago 31, Ill.
8 9 10
12
SOUTHWORTH Machine Co., 30 Warren Ave., Portland, Me.
7 9
STANDARD Process Corp., 2704 W. Roscoe St., Chicago, Ill.
3
14
STONE, Herman Co., 324 Harris Bldg., Dayton 2, Ohio
2 6
TAYLOR Machine Co., 7600 York Rd., Baltimore 7
THOMPSON Cabinet Co., Ludington, Mich.
6 7 8 9 10
WATERWORTH Eng. & Mfg. Co., 2329 Troy St., Dayton 3, Ohio
9
WESTINGHOUSE Electric Corp., P.O. Box 868, Pittsburgh, Pa.
2 4
ZARKIN Machine Co., 34-19 10th St., Long Island City, N.Y.

TABLES, COOLING

(See Cooling Tables)

TABULAR SYSTEMS (See Composing Machines and Supplies)

TACKERS, HAMMER AND COMPRESSION TYPE

ACME Staple Co., 1643 Hadden Ave., Camden, N. J.
BOSTITCH, Inc., E. Greenwich, R.I.
★FASTENER Corp., 3700 River Rd., Franklin Park, Ill.
HELLER Corp., The, 2135 Superior Ave., Cleveland 6
SWINGLINE, Inc., 32-00 Skillman Ave., Long Island City 1, N.Y.

TAG MACHINERY

1 Eysletting
2 Knotting, Looping, Stringing
3 Patching
1 2 3
BATES Mfg. Co., The, 30 Vesey St., New York 7, N.Y.
1
BECK, Charles, Machine Corp., 44 Church Rd., King of Prussia, Pa.
2
★GRAEBER Stringing & Wiring Machine Co., Div. New Era Mfg. Co., Hawthorne, N.J.
1 2 3
MAKATAG Mfg. Co., 2 Linden St., Reading, Mass.
1 3
★PEARCE Development Co., 1606 E. 30th St., Cleveland 11
1 3
STANDARD Tag Co., 65 Duane St., New York 7, N.Y.
1 2 3
STIMPSON, Edwin B., Co., Inc., 70 Franklin Ave., Brooklyn 5, N.Y.
1
WAKEFIELD Machine Co., Inc., Wakefield, Mass.
3
YOUNG Engineering Co., 2429 N. Sheffield, Chicago 14, Ill.
2

TANKS AND SINKS

★AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth, N.J.
BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave., Boston, Mass.
BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago 5
CHEMCO Photoproducts Co., Charles St., Glen Cove, N.Y.
DOUTHITT Corp., The, 680 E. Fort St., Detroit 26
GRAPHIC Arts Center, Inc., 207 W. Park Ave., State College, Pa.
HANSON-Van Winkle-Munning, Matawan, N. J.
★LEEDAL, Inc., 2929 S. Halsted St., Chicago 8, Ill.
MYSTIK Adhesive Products, Inc., 2635 N. Kildare Ave., Chicago 39
PHILLIPS & Jacobs, 622 Race St., Philadelphia 12
PITMAN, Harold M., Co., 515 Secaucus Rd., Secaucus, N.J.
★ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago, Illinois
RYAN, E. G., Co., 153 W. Huron St., Chicago 5, Ill.
SANDY Hill Iron & Brass Works, 27 Allen St., Hudson Falls, N.Y.
WILLIAMS, Brown & Earle, 904 Chestnut St., Philadelphia, Pa.

TAPE, ADHESIVE

(See Adhesive Tape)

TAPE COUPLERS

(See Couplers, Belt and Tape)

WHEN WRITING SUPPLY FIRMS KINDLY MENTION

TAPE, FEEDER, DELIVERY and FOLDER
(See Belts, Belting and Tape)

TAPE, GUMMED
(See Paper Section Directory)

TAPE, OVERLAY (See Adhesive Tape, Pressure Sensitive)

TEMPERATURE CONTROL AND INDICATORS, METAL

- 1 Electric Eye
 - 2 Pyrometers
 - 3 Thermometers
 - 4 Thermostats
- 1 2 3 4
BRISTOL Co., The, Waterbury, Conn.
- 2 3 4
EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.
- 2 3 4
FENWAL, Inc., 200 Pleasant St., Ashland, Mass.
- 2 3 4
FISHER Furnace Co., 5535 N. Wolcott Ave., Chicago
- 2 3 4
GENERAL Electric Co., 1 River Rd., Schenectady 5, N.Y.
- 1 2 3 4
ILLINOIS Testing Labs., 420 N. LaSalle St., Chicago, Ill.
- 2 3 4
KEMP, C. M., Mfg. Co., The, 405 E. Oliver St., Baltimore, Md.
- 2 3 4
★LANSTON Monotype Co., Div. of Lanston Industries, 24th & Locust Sts., Philadelphia 1
- 2 3 4
★LEEDAL, Inc., 2929 S. Halsted St., Chicago 8
- 2 3 4
MONOMELT Co., Inc., 1611 Polk St., N.E., Minneapolis 13, Minn.
- 2 3 4
PARTLOW Corp., The, 2 Campion Rd., New Hartford, N.Y.
- 2 3 4
POWERS Regulator Co., 3400 Oakton, Skokie, Ill.
- 2 3 4
ROBERTSHAW Thermostat Division, Youngwood, Pa.
- 2 3 4
STAR Parts, Inc., 2 S. Main St., South Hackensack, N.J.
- 2 3 4
TAYLOR Instrument Companies, Rochester 1, N.Y.
- 2 3 4
THWING-Albert Instrument Co., Penn & Paluski, Philadelphia, Pa.
- 2 3 4
UNITED American Metals Eastern Div., 970 Meeker Ave., Brooklyn 22
- 2 3 4
UNITED Stereotype Supply Corp., Box 38, West Lynn, Mass.
- 2 3 4
WESTON Electrical Instrument Corp., Subsid. of Daystrom, Inc., 614 Frelinghuysen Ave., Newark, N.J.
- 1 2 3 4
WILLIAMS, Brown & Earle, 904 Chestnut St., Philadelphia, Pa.
- 2 3 4
WILLIAMSON & Co., Inc., P.O. Box 71, Caldwell, N.J.

TESTING INSTRUMENTS
(See Gauges and Testing Instruments)

THERMOGRAPHIC (RAISED LETTER) MACHINES AND SUPPLIES

- ★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 8, N.J.
- ★DEVERE Co., 2000 Clark St., Racine, Wis.
- ★EMBOSSOGRAPH Process Co., 3720 14th Ave., Brooklyn


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- ACME Type Foundry, 633 Plymouth Court, Chicago 5, Ill.
- ★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 8, N.J.
- GRAPHIC Arts Research Foundation, 112-114 W. Kinzie Street, Chicago 10, Illinois
- ★INTERTYPE Co., Div. of Harris-Intertype Corp., 360 Furman St., Brooklyn 1, N.Y.
- ★LOS ANGELES Type & Rule Co., 225½ E. Pico Blvd., Los Angeles, Calif.
- ★MERGENTHALER Linotype Co., 29 Ryerson St., Brooklyn 5, N.Y.
- MISSOURI-Central Type Foundry, 705 E. Murdock Ave., Wichita 5, Kan.
- STAR Parts, Inc., 2 S. Main St., So. Hackensack, N.J.
- TAYLOR-Made Rule Co., 65 Flatbush, Brooklyn

THINNING MACHINES FOR CURVED PLATES

- ★HOE, R. & Co., Inc., 910 E. 138th St., New York
- OSTRANDER-Seymour Co., 1710 N. 25th Ave., Melrose Park, Ill.

THREAD, TWINE
(See Bookbinders' Supplies)

TICKET PRINTING FOR THE TRADE

- FAIR Publishing House, Schauss Ave., Norwalk, Ohio
- INTERNATIONAL Ticket Co., 50 Grafton Ave., Newark 4, N.J.
- WELDON, Williams & Lick, 711 N. A, Fort Smith, Ark.

TIERING MACHINES
(See Elevators, Paper Handling)

TIE-UP SYSTEMS

- ★AMSTERDAM Continental, 268-Fourth Ave., New York
- RIEHL Galley Lock Co., Inc., 748 E. 82nd St., Cleveland 3, Ohio

TIME CLOCKS AND RECORDERS

- AMTHOR Testing Instrument Co., Inc., 47-49 VanSinderen Ave., Brooklyn 7, N.Y.
- BRISTOL Co., Waterbury 20, Conn.
- CINCINNATI Time Recorder Co., Inc., 1733 Central Ave., Cincinnati 14, Ohio
- GENERAL Electric Co., 1 River Rd., Schenectady 5, N.Y.
- INTERNATIONAL Business Machine Corp., 45 Crouch St., Rochester 22, N.Y.
- JOSLIN, A. D., Mfg. Co., Manistee, Mich.
- ROBERTS Numbering Machine Co., 700 Jamaica Ave., Brooklyn 8, N.Y.
- ★ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago, Illinois
- SIMPLEX Time Recorder Co., S. Lincoln St., Gardner, Mass.
- STROMBERG Time Corp., 109 Lafayette St., New York
- WESTON Electrical Instrument Corp., 614 Frelinghuysen Ave., Newark, N.J.

TIME SWITCHES

- CUTLER-Hammer, Inc., 315 N. 12th St., Milwaukee 1, Wis.
- GENERAL Electric Co., 1 River Rd., Schenectady 5, N.Y.
- PARTLOW Corp., The, 2 Campion Rd., New Hartford, N.Y.
- STROMBERG Time Corp., 109 Lafayette St., New York

TIN EDGING AND MOUNTING MACHINES

- STUEBING Automatic Machine Co., 3424 Beekman St., Cincinnati 23, Ohio

TIPPING MACHINES

- ★AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth, N.J.
- BRACKETT Stripping Machine Co., 505 Jackson St., Topeka, Kan.
- CHESHIRE, Inc., 1644 N. Monroe St., Chicago 22
- DIDDE-Glaser, Inc., So. Highway & W. 12th Ave., Emporia, Kan.
- HUNT, W. G., & Co., Inc., P.O. Box 545, Laurinburg, N.C.
- ★MAGNACRAFT Mfg. Co., 7739 S. Kedzie Ave., Chicago
- MENDES, J. Curry, Corp., 1 Curry Lane, Canton, Mass.
- PARRY, S. R., Machine Co., 222 Mill St., Rochester 4, N.Y.
- ★PEARCE Development Co., 1606 E. 30th St., Cleveland 14
- POTDEVIN Machine Co., 226 North Street, Teterboro, N.J.
- ★ROBERTSON Bros., Inc., 117 Cedar Lane, Englewood, N.J.
- SMYTH Mfg. Co., The, 9 Sigourney St., Hartford 6, Conn.

TOOLS

- 1 Bookbinders
 - 2 Engravers Cutting
 - 3 Machinists
 - 4 Platemakers
 - 5 Portable Electric
- 1 2 3 4 5
BLACK and Decker Mfg. Co., 760 Pennsylvania Ave., Towson 4, Maryland

- 1 2 3 4 5
- BROWN & Sharpe Mfg. Co., Providence, R. I.
- CHEMCO Photoproducts Co., Charles St., Glen Cove, N.Y.
- 2 3 4
CHICAGO Wheel & Mfg. Co., 1103 W. Monroe St., Chicago, Ill.
- 3
CRONITE Co., 88th St. and Hudson Blvd., North Bergen, N. J.
- 2 4
GANE Bros. & Lane, Inc., 1355 W. Lake St., Chicago, Ill.
- 1
GENERAL Binding Corp., 1101 Skokie Hwy., Northbrook, Ill.
- 1
HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa.
- LUFKIN Rule Co., 1730 Hess St., Saginaw, Mich.
- 3
NEW Plastic Corp., 1026 N. Sycamore, Los Angeles 38, Calif.
- 3 4
OSTRANDER-Seymour Co., 1710 N. 25th Ave., Melrose Park, Ill.
- 4
REID, William, Co., 2271 Clybourn Ave., Chicago 14
- 3
★SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New York, N.Y.
- 2 4
SPEEDWAY Mfg. Co., 1834 So. 52nd Ave., Cicero 50, Ill.
- 5
★TI-PI Co., 1000 Broadway, Kansas City 5, Mo.
- 4
WESEL Mfg. Co., 1141 N. Washington Ave., Scranton, Pa.

TRACING PAPER

- BIENFANG Paper Co., Metuchen, N. J.
- CRAFTINT Mfg. Co., 1615 Collamer Ave., Cleveland
- RHINELANDER Paper Co., Rhineland, Wis.
- ROSCO Laboratories, 29 Moore St., Brooklyn
- WILLIAMS, Brown, & Earle, I., 904 Chestnut St., Philadelphia 7, Pa.

TRADE-MARKS, TYPE OR MATS

- ★AMERICAN Type Founders, 200 Elmora Ave., Elizabeth 8, N.J.
- ★BALTIMORE Type & Composition Corp., 15 S. Frederick St., Baltimore
- IMPRINT Matrix Co., Charlotte, N. C.
- ★MERGENTHALER Linotype Co., 29 Ryerson St., Brooklyn 5, N.Y.
- OLSEN-Mark Corp., 124 White St., New York 9, N.Y.
- 13
PIERCE Specialized Equipment Co., 350 Peninsular Ave., San Mateo, Calif.
- ROSS-AD-SEAL, Inc., Lord & Davidson Sts., Indianapolis, Ind.
- STERLING Type Foundry, Charlotte, Mich.
- TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn

TRANSFER PAPER

- GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17
- McKINLEY Litho Supply Co., 1623-39 John St., Cincinnati
- ROSCO Laboratories, 29 Moore St., Brooklyn 6
- ★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N.Y.

TRANSFER PRESSES

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- DENNISON Mfg. Co., 300 Howard St., Framingham, Mass.

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- BOICE-Crane Co., 930 W. Central Ave., Toledo 6, Ohio
- ★GOSS Co., Div. of Miehle-Goss-Dexter Corp., 5601 W. 31st St., Chicago 50
- ★HOE, R. & Co., Inc., 910 E. 138th St., New York
- MONOMELT Co., Inc., 1611 Polk St., N.E., Minneapolis 13, Minn.
- OSTRANDER-Seymour Co., 1710 N. 25th Ave., Melrose Park, Ill.
- ★RICHARDS, J. A. Co., 903 Pitcher St., Kalamazoo 13F, Mich.
- WESEL Mfg. Co., 1141 N. Washington Ave., Scranton, Pa.

TRUCKS

- 1 Electric
 - 2 Form
 - 3 Form File
 - 4 Form Lift
 - 5 Gravure
 - 6 Makeup
 - 7 Metal
 - 8 Paper Handling
 - 9 Press Platform
 - 10 Truck Wheels, Casters
 - 11 Upright, for Bindery
- 1 2 3 4 5 6 7 8 9 10 11
ALLIED Steel Equip. Co., Lapeer, Mich.
- 7
★AMERICAN Steel Chase Co., 3131 48th Ave., Long Island City 1, N.Y.
- 2 4 6

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AUTOMATIC Transportation, Div. of Yale & Towne Mfg. Co., 101 W. 87th St., Chicago 20, Ill.

BARRETT-Cravens Co., 630 Dundee Road, Northbrook, Ill.

BERRY Machine Co., 716 N. First St., St. Louis, Mo.

★BIG Joe Mfg. Co., Wisconsin Dells, Wis.

★CHALLENGE Machinery Co., Grand Haven, Mich.

CLARK Equipment Company, Industrial Truck Division, Battle Creek 85, Mich.

CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago 32

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ELWELL-Parker Electric Co., 4517 St. Clair Ave., Cleveland 14, Ohio

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FOSTER Mfg. Co., 13th & Cherry Sts., Philadelphia 7

GENERAL Sales & Eng. Co., Div. of Davis Machinery Co., 4525 N. Clark St., Chicago 40

★GOSS Co., Div. of Miehle-Goss-Dexter Corp., 5601 W. 31st St., Chicago 50

★HAMILTON Mfg. Co., Two Rivers, Wis.

★HAMILTON Tool Co., 900 Hanover St., Hamilton, Ohio

KOHLER System Co., 159 E. Chicago Ave., Chicago 11, Ill.

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NAGEL-Ryan Mfg. Co., 4363 Woodward Ave., Royal Oak, Mich.

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SHAW Machine & Tool Co., 1131 Temple St., Los Angeles 12, Calif.

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SUPER Speed Printing Machinery Inc., 1712 E. 27th St., Cleveland 14, Ohio

THOMPSON Cabinet Co., Ludington, Mich.

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WESEL Mfg. Co., 1141 N. Washington Ave., Scranton, Pa.

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PAUL O. Young Co., Line Lexington, Pa.

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GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn 1, N.Y.

GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17

★INTERCHEMICAL Corp., Printing Ink Division, 67 W. 44th St., New York 19, N.Y.

★LITHO Chemical & Supply Co., 46 Harriet Pl., Lynbrook, Long Island, N.Y.

McKINLEY Litho Supply Co., 1623-39 John St., Cincinnati

★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10, Ill.

★SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New York 13, N.Y.

★SINCLAIR & Valentine Co., 611 W. 129th St., New York 17, N.Y.

SS ARTIST Materials Co., 712 N. State St., Chicago 10, Ill.

TWEEZERS

HACKENSACK Specialty Mfg. Co., 200 Atlantic St., Hackensack, New Jersey

★INTERCHEMICAL Corp., Printing Ink Division, 67 W. 44th St., New York 19, N.Y.

LOS ANGELES Type & Rule Co., 225½ E. Pico Blvd., Los Angeles, Calif.

MELENZ Co., 30 Beekman St., New York 7

TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn

TYING, PACKAGING MACHINERY

(See Packaging & Tying Machines)

TYING UP TAPE (Printed String)

★AMSTERDAM Continental, 268 Fourth Ave., New York

★MINNESOTA Mining & Mfg. Co., 900 Bush Ave., St. Paul 6, Minn.

TYMPAN PACKING AND PAPER (See

Cylinder—Drawsheets and Tympan.

Also "Tympan" in Paper Section)

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WALL BRACKETS

NELSON Vertical Paper Cutter Co., Inc., P.O. Box 145, 3105 Arizona Ave., Norfolk 13, Va.

ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago

TYMPAN STABBER

HERBERT Products, Inc., 74-32 Jamaica Ave., Woodlawn 21, N.Y.

ROUSE, H. B., & Co., 2214 Wayne Ave., Chicago 14

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3 Brass

4 Fonts, APL, Monotype and Thompson Cast

5 Foundry

6 Rubber

7 Slugs

8 Steel

9 Type Metal Strip

10 Wood

ACME Type Foundry, 633 Plymouth Ct., Chicago 5

ALTAIR Machinery Corp., 55 Vandam St., New York

★AMERICAN Type Founders, 280 Elmora Ave., Elizabeth B, N. J.

AMERICAN Wood Type, 35 W. 3rd St., New York 12, N.Y.

★AMSTERDAM Con'l Types & Graphic Equip., Inc., 268 Fourth Ave., N.Y. 10

★BALTIMORE Type & Composition Co., 15 S. Frederick St., Baltimore, Md.

1 2 3 4 5 6 7 8 9 10
BAUER Alphabets, Inc., 235 E. 45th St., New York 17, N.Y.

BELMONT Smelting & Refining Wks., Inc., 330 Belmont Ave., Brooklyn 7, N.Y.

DETROIT Type Foundry, Inc., 1959 E. Jefferson St., Detroit 7, Mich.

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EMPIRE Metal Co., 820 E. Water St., Syracuse 3, N.Y.

EMPIRE Type Foundry, Delavan, N.Y.

★FORCE, William A., & Co., 216 Nichols Ave., Brooklyn 8, N.Y.

HAASE Type Foundry, 2023 N. Halsted St., Chicago

★HAMILTON Mfg. Co., Two Rivers, Wis.

JOHNSON, Joseph E., Co., 610 Atlantic Ave., Brooklyn 17, N.Y.

JUDSON Type, Inc., 151 W. 23rd St., New York 11

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MELIND, Louis, Co., 3524 N. Clark St., Chicago 13

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MELENZ Co., 30 Beekman St., New York 7

★MERGENTHALER Linotype Co., 29 Ryerson St., Brooklyn 5, N.Y.

MISSOURI-Central Type Foundry, 705 E. Murdock St., Wichita, Kansas

MONO-Trade Co., 213 S. 6th St., Minneapolis 2

NORTHWEST Type Foundry, 6504 Walker St., Minneapolis 15, Minn.

OLSEN-Mark Corp., 124 White St., New York 13, N.Y.

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PERFECTION Type, Inc., Kellogg & Cedar Sts., St. Paul 1

PIONEER Rubber Engraving Co., Inc., 21 E. 17th St., New York 3

PRINTERS Supply Service, 719 S. Dearborn St., Chicago 5, Ill.

QUAKER City Type Foundry, 210 W. Chester Pike, Haverstown, Pa.

SCHMIDT, George T., Inc., 4100 Ravenswood Ave., Chicago, Ill.

SERVICE Engraving Works, Inc., 692 Broadway, New York City

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TYPEFOUNDERS, Inc., 617 E. Washington St., Phoenix, Ariz.

UNITED American Metals Eastern Div., 970 Meeker Ave., Brooklyn 22, N.Y.

TYPE CASES

(See Cabinets, Cases, Racks)

TYPE-HIGH GAUGE (See Gauges

and Testing Instruments)

TYPE, SLUG CASTERS (See Compos-

ing Machines and Supplies)

TYPEWRITER RIBBON ATTACH-

MENTS (See Presses, Specialty

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 STAFFORD, S. S., Inc., 609 Washington St., New York 14, N.Y.
 UNDERWOOD Corporation, 1 Park Ave., New York 16, N.Y.

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VARIETYPER Corp., Subdiv. of Addressograph-Multigraph Corp., 728 Frelinghuysen Ave., Newark 5, N.J.
 INTERNATIONAL Business Machine Corp., 590 Madison Ave., New York 22, N.Y.
 REMINGTON Rand, Inc., 315 Fourth Ave., New York



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 BAR-PLATE Mfg. Co., Boston Post Road, Orange, Conn.
 BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave., Boston, Mass.
 BROWN Coating Eqp. Co., Wellston, Ohio
 BROWN, W. A., Mfg. Co., 608 S. Dearborn St., Chicago 5
 CHEMCO Photoproducts Co., Charles Street, Glen Cove, N.Y.
 CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22
 ★DAVIDSON Co. Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
 DOUTHITT Corporation, The, 680 E. Fort St., Detroit
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 ★ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago, Illinois
 RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 401 Central Ave., E. Rutherford, N.J.
 RYAN, E. G. Co., 153 W. Huron St., Chicago 5, Ill.
 SULLIBARGER, E. T. Co., 114 Liberty St., New York 6
 WESEL Mfg. Co., 1141 N. Washington Ave., Scranton, Pa.
 ZARKIN Machine Co., Inc., 34-19 10 St., Long Island City, N.Y.

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 ★DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5
 DAYTON Rubber Co., 2342 W. Riverview Ave., Dayton, Ohio
 DOUTHITT Corp., 680 E. Fort St., Detroit 26
 HORTON Co., 1179 15th Ave., S.E., Minneapolis 14, Minn.
 REEVES Puller Company, Dept. RV, Columbus, Ind.
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 ELECTRON Equipment Corp., Box 229, So. Pasadena, Calif.
 GRAHAM Transmissions, Inc., Menomonee Falls, Wis.
 HORTON Mfg. Co., Inc., 1179 15th Ave., S.E., Minneapolis 14
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 RELIANCE Electric & Engineering Co., 1088 Ivanhoe Road, Cleveland 10, Ohio
 SANDY HILL Iron & Brass Works, 27 Allen St., Hudson Falls, N.Y.
 U.S. Electrical Motors, Inc., 200 E. Slouson, Los Angeles 54, Calif.

VARNISH (see Inks)

VARNISHING MACHINES (see Coating Machines, Cylinder-Roller, Lacquer and Varnish)

VIBRATION CONTROL METHODS

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 KORFUND Company, Inc., 48-15 32nd Place, Long Island City 1, N.Y.
 UNITED States Rubber Co., 1230 Avenue of the Americas, New York 20, N.Y.
 VIBRATION Eliminator Co., 10-28 47th Ave., Long Island City 1, N.Y.



WASH, BLANKET

(See Blanket, Wash, Offset-Litho.)

WASH, TYPE AND CUT

ADHESIVE Products Corp., 1660 Boone Ave., Bronx 60, N.Y.
 ★ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38



BRADEN Sutphin Ink Co., 3650 E. 93rd St., Cleveland
 ★CHALMERS Chemical Co., 123 Chestnut St., Newark 5, N.J.
 CHEMICAL Color & Supply Co., Div. Sun Chemical Corp., 2820 W. Grand Ave., Chicago, Ill.
 DIVERSEY Corp., The Industrial Main't. Dept., 1820 Roscoe St., Chicago 13
 EAGLE Printing Ink, Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y.
 FEDERAL Mining & Mfg. Co., 222 Kearney Ave., Jersey City 4, N.J.
 FLINT Ink Corp., 2546 Clark Ave., Detroit, Mich.
 GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn 1, N.Y.
 INCO Co., 2372 W. 7th St., Cleveland 14, Ohio
 INDIANA Chemical & Mfg. Co., 517 So. Alabama St., Indianapolis 25, Ind.
 LINDEN Chemical Products, 523 15th St., Des Moines 14
 METALS Refining Company, Box 109, Hammond, Ind.
 PECK, James I. (Reg.), 47 High St., West Orange, N.J.
 PERFECTION Type, Inc., Kellogg & Cedar Sts., St. Paul, Minn.
 PHILLIPS & Jacobs, 622 Race St., Philadelphia
 PURE Oil Co., 35 E. Wacker Drive, Chicago 1, Ill.
 ROGERS, Harry H. Co., 5331 S. Cicero Ave., Chicago
 RUESCH Co., 649 N. 4th St., Milwaukee 3
 ★SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New York 13, N.Y.
 STANDARD Oil Co. of Ky., Louisville, Ky.
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WASHUP MATERIALS AND METHODS, OFFSET-LITHO

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 GENERAL Printing Ink Co., Div. Sun Chemical Corp., 750 Third Ave., New York 17
 ★INTERCHEMICAL Corp., Printing Ink Division, 67 W. 44th St., New York 19, N.Y.
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 SCHWARM & Jacobus Co., The, 1216 Jackson St., Cincinnati 10, Ohio
 ★SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New York 13, N.Y.
 ★SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N.Y.
 VAN Son Holland Ink Corp. of America, Minola, N.Y.
 VARN Products Co., Inc., 26-15 123rd St., Flushing 34, N.Y.

WASHUP, OFFSET-LITHOGRAPHIC (See Roller, Inking, Washing Machines)

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 2
 AMERICAN Steel & Wire Co., Rockefeller Bldg., Cleveland 13, Ohio
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SORG Paper Co., Middletown, Ohio
★WEST Virginia Pulp & Paper Co., 230 Park Ave., New
York 17, N.Y.
WHEELWRIGHT Papers, Inc., Leominster, Mass.

BOND PAPER, COATED, ONE SIDE

APPLETON Coated Paper Co., Appleton, Wis.
LUDLOW Papers, Inc., P.O. Box 135, Needham Hts., 94,
Mass.
MIAMI Valley Coated Paper Co., Franklin, Ohio
MICHIGAN Paper Co., Plainwell, Mich.
PERFECT Safety Paper Div., 299 Kingsland Rd., Nutley
10, N.J.
STANDARD Paper Mfg. Co., P.O. Box 1554, Richmond
12, Va.

BOND AND LEDGER PAPERS

1	100% Rag Content	1	2	3	4	5	6	7
2	75% Rag Content	1	2	3	4	5	6	7
3	50% Rag Content	1	2	3	4	5	6	7
4	25% Rag Content	1	2	3	4	5	6	7
5	Manifold and Onion Skin Tissue (Thin Paper)	1	2	3	4	5	6	7
6	Sulphite and other blended chemical wood fibers	1	2	3	4	5	6	7
7	Writings	1	2	3	4	5	6	7

★AETNA Paper Co. Div., Dayton, Ohio
ALLIED Paper Corp., 1608 Lake St., Kalamazoo, Mich.
AMERICAN Writing Paper Corp., 10 Eagle A Ave.,
Holyoke, Mass.
BADGER Paper Mills, Inc., Peshtigo, Wis.
BARE, D. M., Paper Co., Roaring Springs, Pa.
BERGSTROM Paper Co., Hwy. 41, Neenah, Wis.
BRIGHTWATER Paper Co., 115 Howland Ave., Adams,
Mass.
BROWN, L. L., Paper Co., Adams, Mass.
BROWNVILLE Paper Co., Brownville, N.Y.
★CHAMPION Paper & Fibre Co., Hamilton, Ohio
CHEMICAL Paper Mfg. Co., P.O. Box 987, Holyoke, Mass.
CRANE & Co., Inc., 30 South St., Dalton, Mass.
DEXTER, C. H., & Sons, Windsor Locks, Conn.
★EASTERN Fine Paper & Pulp Div., Standard Packaging
Corp., Bangor, Me.

1 2 3 4 5 6 7
 ECUSTA Paper Corp., Pisgah Forest, N.C.
 ESLEECK Mfg. Co., Turners Falls, Mass.
 FINCH, Pruyn & Co., Inc., Glen Falls, N.Y.
 FLETCHER Paper Co., Alpena, Mich.
 FOX River Paper Corp., 401 S. Appleton St., Appleton, Wis.
 ★FRASER Paper, Ltd., 420 Lexington Ave., New York
 FRENCH Paper Co., Niles, Mich.
 ★GILBERT Paper Co., Menasha, Wis.
 GLATFELTER, P. H., Co., Spring Grove, Pa.
 ★GREENWICH Paper Corp., 53rd & 1st Ave., Brooklyn 32

GREENWICH PAPER CORPORATION

Distributors of Fine Papers

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Converters School & Stationery Supplies
 53rd Street & 1st Avenue • Brooklyn 32, N.Y.
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GROVETON Papers, Inc., Groveton, N. H.
 ★HAMILTON Paper Co., Miquon, Montgomery County, Pa.
 ★HAMMERMILL Paper Co., 1450 E. Lake Rd., Erie, Pa.
 HARDING-Jones Paper Co., Exello, Ohio
 HAWTHORNE Paper Co., Kings Highway, Kalamazoo, Mich.
 HOLLINGSWORTH & Whitney Div., Scott Paper Co., Front & Market Sts., Chester, Pa.
 ★HOWARD Paper Co., Div., Urbana, Ohio
 ★INTERNATIONAL Paper Co., 230 E. 42nd St., New York
 KIMBERLY-Clark Corp., Neenah, Wis.
 LEE Paper Co., Vicksburg, Mich.
 LINWEAVE, 21 Cypress St., Springfield, Mass.
 ★MAXWELL Paper Co. Div., Franklin, Ohio
 MEAD Papers, Inc., 118 W. First St., Dayton 2, Ohio
 MICHIGAN Paper Co., Plainwell, Mich.
 MILLERS Falls Paper Co., Millers Falls, Mass.
 MOHAWK Paper Mills, Inc., 465 S. Saratoga St., Cohoes, N.Y.
 NEENAH Paper Co., Neenah, Wis.
 NEKOOSA-Edwards Paper Co., Port Edwards, Wis.
 NORTHWEST Paper Co., Cloquet, Minn.
 PAPER Corporation of America, 350 Fifth Avenue, New York 1, N.Y.
 PARKER-Young Co., 131 State St., Boston 9, Mass.
 PARSONS Paper Co., Halyoke, Mass.
 PATERSON Parchment Paper Co., Bristol, Pa.
 ★PORT Huron Sulphite & Paper Co., Port Huron, Mich.
 RHINELANDER Paper Co., Rhinelander, Wis.
 ★RISING Paper Co., Park St., Housatonic, Mass.
 RIVERSIDE Paper Corp., Appleton, Wis.
 SCHWEITZER, P. J., Inc., P.O. Box 35, Elizabeth, N.J.
 SIMPSON Paper Company, P.O. Box 1008, Everett, Wash.
 SORG Paper Co., Middletown, Ohio
 STANDARD Paper Mfg. Co., P.O. Box 1554, Richmond 12, Va.
 SOUTHWORTH Co., West Springfield, Mass.
 STRATHMORE Paper Co., West Springfield, Mass.
 TILESTON & Hollingsworth Co., 211 Congress St., Boston 10, Mass.
 VALLEY Paper Co., Halyoke, Mass.
 WARD Paper Co., Merrill, Wis.
 WAUSAU Paper Mills Co., 111 W. Washington St., Chicago, Ill.

1 2 3 4 5 6 7
 ★WESTON, Byron Co., Main St., Dalton, Mass.
 WHITING, George A., Paper Co., Menasha, Wis.
 WHITING Paper Co., Halyoke, Mass.
 WHITING-Playor Paper Co., Stevens Point, Wis.

BOOK, COATED

1 Book, Coated, Machine
 2 Book, Coated, Offset
 3 Colored
 4 Dull Finish
 5 Gloss Ink
 6 No. 1 Grade
 7 No. 2 Grade, Folding
 8 No. 3 Grade
 9 No. 4 Grade
 10 Proofing, Coated one Side
 11 Special Cast-Coated
 1 2 3 4 5 6 7 8 9 10 11
 ALLIED Paper Corp., 1608 Lake St., Kalamazoo 99, Mich.
 APPLETON Coated Paper Co., Appleton, Wis.
 CANTINE, Martin, Co., Saugerties, N.Y.
 ★CHAMPION Paper & Fibre Co., Hamilton, Ohio
 CHEMICAL Paper Mfg. Corp., Box 987, Halyoke, Mass.
 COLLINS, A. M., Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.
 ★CONSOLIDATED Water Power & Paper Co., Wisconsin Rapids, Wis.
 CROCKER, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.
 CROWN-Zellerbach Corp., 36 S. Wabash Ave., Chicago 3
 FINCH, Pruyn & Co., Inc., Glen Falls, N.Y.
 ★GILBERT Paper Co., Menasha, Wis.
 ★INTERNATIONAL Paper Co., 230 E. 42nd St., New York
 KALAMAZOO Paper Co., Kalamazoo, Mich.
 KIMBERLY-Clark Corp., Neenah, Wis.
 MARVELLUM Co., 28 Appleton St., Halyoke, Mass.
 MEAD Papers, Inc., 118 W. First St., Dayton 2, Ohio
 MIAMI Valley Coated Paper Co., Franklin, Ohio
 MICHIGAN Paper Co., Plainwell, Mich.
 MILLER Paper Co., 80 Wooster St., New York 12
 NEKOOSA-Edwards Paper Co., Port Edwards, Wis.
 OXFORD Paper Co., 230 Park Ave., New York 17
 ★PORT Huron Sulphite & Paper Co., Port Huron, Mich.
 READING Glossed Paper Corp., Reading, Pa.
 REX Paper Co., Kalamazoo, Mich.
 ★ST. REGIS Paper Co., 150 E. 42nd St., New York, N.Y.
 SIMPSON Paper Company, P.O. Box 1008, Everett, Wash.
 SPRINGFIELD Coated Paper Co., 9th, Bailey & Esta Sts., Camden, N. J.
 WARREN, S. D., Co., 89 Broad St., Boston 1, Mass.
 WATERVLIET Paper Co., Watervliet, Mich.
 ★WEST Virginia Pulp & Paper Co., 230 Park Ave., New York 17, N.Y.
 WYOMISSING Paper Products Div., Reading, Pa.

BOOK, UNCOATED

1 A Grade
 2 B Grade
 3 C Grade
 4 D Grade
 5 Antique
 6 Coated
 7 Eggshell
 8 English Finish
 9 Machine Finish
 10 Mimeograph
 11 Offset
 12 Rotogravure
 13 Super Calendered
 14 Text, Deckle Edge
 15 Text, Plain Edge
 16 Vallum, Weddings
 1 2 3 4 5 6 7 8 9 10 11
 12 13 14 15 16
 ★AETNA Paper Co. Div., Dayton, Ohio
 ALLIED Paper Corp., 1608 Lake St., Kalamazoo 99, Mich.
 1 2 3 4 5 6 7 8 9 10 11
 12 13

1 2 3 4 5 6 7 8 9 10 11
 12 13 14 15 16
 ★AMERICAN Writing Paper Corp., 10 Eagle A Ave., Holyoke, Mass.
 12 14 15 16
 BARE, D. M., Paper Co., Rearing Spring, Pa.
 1 13
 ★BECKETT Paper Co., Hamilton, Ohio
 ★BERGSTROM Paper Co., Hwy. 41, Neenah, Wis.
 ★CHAMPION Paper & Fibre Co., Hamilton, Ohio
 1 15
 CHEMICAL Paper Mfg. Corp., P.O. Box 987, Halyoke, Mass.
 4 8
 CHILLICOTHE Paper Co., Chillicothe, Ohio
 1 13 15 16
 CORKPAK, The Co., Inc., 70 Argyle Ave., New Rochelle, N.Y.
 CRANE & Co., Inc., 30 South St., Dalton, Mass.
 16
 CROCKER, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.
 1 2 3 4 5 6 7 8 9 10 11
 12 13 15
 CURTIS Paper Co., Newark, Delaware
 1 12 14 15 16
 ★EASTERN Fine Paper & Pulp Div., Standard Packaging Corp., Bangor, Maine
 16
 FINCH, Pruyn & Co., Inc., Glen Falls, N.Y.
 1 2 3 4 5 6 7 8 9 10 11
 12 15
 FITCHBURG Paper Co., 642 River St., Fitchburg, Mass.
 16
 FOX River Paper Corp., 401 S. Appleton St., Appleton, Wis.
 ★FRASER Paper Limited, 420 Lexington Ave., New York, N.Y.
 FRENCH Paper Co., Niles, Mich.
 12
 GLATFELTER, P. H., Co., Spring Grove, Pa.
 1 2 3 4 5 6 7 8 9 10 11
 ★HAMILTON Paper Co., Miquon, Montgomery County, Pa.
 14 15 16
 ★HAMMERMILL Paper Co., 1450 E. Lake Rd., Erie, Pa.
 10 11
 HAWTHORNE Paper Co., Kings Highway, Kalamazoo, Mich.
 1 14 15 16
 HOPPER Paper Co., Taylorville, Ill.
 11
 HOLLINGSWORTH & Whitney, Div., Scott Paper Co., Front & Market Sts., Chester, Pa.
 10 11
 ★HOWARD Paper Co. Div., Urbana, Ohio
 10 11
 ★INTERNATIONAL Paper Co., 230 E. 42nd St., New York 17, N.Y.
 1 2 3 4 5 6 7 8 9 10 11
 12 13 14 15
 KALAMAZOO Paper Co., Kalamazoo, Mich.
 3
 KIMBERLY-Clark Corp., Neenah, Wis.
 10
 LEE Paper Co., Vicksburg, Mich.
 LINWEAVE, 21 Cypress St., Springfield 2, Mass.
 14 15 16
 ★MAXWELL Paper Company Div., Franklin, Ohio
 10 11
 MEAD Papers, Inc., 118 W. First St., Dayton 2, Ohio
 1 2 3 4 5 6 7 8 9 10 11
 12 13 15
 MICHIGAN Paper Company, Plainwell, Mich.
 1 2 3 4 5 6 7 8 9
 13
 MINNESOTA & Ontario Paper Co., 500 Investors Bldg., Minneapolis, Minn.
 1 2 3 4 5 6 7 8 9 10 11
 12 13
 MOHAWK Paper Mills, Inc., 465 S. Saratoga St., Cohoes, N.Y.
 1 2 3 4 5 6 7 8 9 10 11
 12 13 14 15 16
 NEKOOSA-Edwards Paper Co., Port Edwards, Wis.
 10 11
 ★NEW YORK & Pennsylvania Co., 425 Park Ave., New York 17, N.Y.
 1 2 3 4 5 6 7 8 9 10 11
 13
 NORTHWEST Paper Co., Cloquet, Minn.
 1 2 3 4 5 6 7 8 9 10 11
 15 16
 OXFORD Paper Co., 230 Park Ave., New York 17
 1 2 3 4 5 6 7 8 9 10 11
 12 13
 PAPER Corporation of America, 350 Fifth Avenue, New York 1, N.Y.
 2 5 8 9 10 11
 PENINSULAR Paper Co., Ypsilanti, Mich.
 6
 14 15
 REX Paper Company, Kalamazoo, Mich.
 11
 ★RISING Paper Company, Park St., Housatonic, Mass.
 16
 RIVERSIDE Paper Corp., Appleton, Wis.
 10
 ★ST. REGIS Paper Co., 150 E. 42nd St., New York, N.Y.
 1 2 3 4 5 6 7 8 9
 12 13

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16
SIMPSON Paper Company, P.O. Box 1008, Everett, Wash.
13 15
SORG Paper Company, Middletown, Ohio
13
STANDARD Paper Mfg. Co., P.O. Box 1554, Richmond
12, Va.
15 16
STRATHMORE Paper Company, West Springfield, Mass.
15 16
TILESTON & Hollingsworth Co., 211 Congress St., Bos-
ton 10, Mass.
1 2 3 5 7 8 9 10 11
13 15 16
★UNION Bag-Camp Paper Corp., Franklin, Va.
WARREN, S. D., Co., 89 Broad St., Boston 1, Mass.
1 2 3 5 6 7 8 11
13
WATERVLIET Paper Co., Watervliet, Mich.
WAUSAU Paper Mills, 111 W. Washington, Chicago
16 10 11
★WEST VIRGINIA Pulp & Paper Co., 230 Park Ave.,
New York 17, N.Y.
1 2 3 5 7 8 9 10 11
12 13
WHITING, George A., Paper Co., Menasha, Wis.
16
WHITING Paper Company, Holyoke, Mass.

BRISTOLS

1 Coated Bristols and Post Card
2 Index, 100% Rag Content
3 Index, 50% Rag Content
4 Index, 25% Rag Content
5 Index, Sulphite and Bleached Sulphate
6 Wedding
7 Railroad
8 Tough Check
1 2 3 4 5 6 7 8
ALLIED Paper Corp., 1608 Lake St., Kalamazoo 99
1
AMERICAN Writing Paper Corp., 10 Eagle A Ave.,
Holyoke, Mass.
3 5 6
APPLETON Coated Paper Co., Appleton, Wis.
1
BEVERIDGE Paper Co., 717 W. Washington, Indian-
apolis 4, Ind.
1 7 8
BROWN, L. L., Paper Co., Adams, Mass.
2 3
CANTINE, Martin Co., Saugerties 1, N.Y.
1
CENTRAL Paper Co., Inc., Div. S. D. Warren Co., 2400
Lake Shore Drive, Muskegon, Mich.
★CHAMPION Paper & Fibre Co., Hamilton, Ohio
1
CHEMICAL Paper Mfg. Co., P.O. Box 987, Holyoke, Mass.
2 3 4 5 6
COLLINS Mfg. Co., North Wilbraham, Mass.
2 3 4
CRANE & Co., Inc., 30 South St., Dalton, Mass.
1
CROCKER-McElwain Co., Holyoke, Mass.
1 3 4
FOX River Paper Corp., 401 S. Appleton St., Appleton,
Wis.
FRANKLIN Paper Co., Third Level Canal, Holyoke,
Mass.
★GILBERT Paper Co., Menasha, Wis.
★HAMMERMILL Paper Co., 1450 E. Lake Rd., Erie, Pa.
HAWTHORNE Paper Co., Kings Highway, Kalamazoo,
Mich.
1 2 3 4 5 6
HOLLINGSWORTH & Whitney, Div. of Scott Paper Co.,
Front & Market Sts., Chester, Pa.
HOLYOKE Card & Paper Co., Fiske Ave., Springfield,
Mass.
1
HOPPER Paper Co., Taylorville, Ill.
★INTERNATIONAL Paper Co., 230 East 42nd St., New
York 17, N.Y.
1 5 8
LINTON Bros. & Co., Inc., Box 460, Fitchburg, Mass.
1
LUDLOW Papers, Inc., P.O. Box 135, Needham Hts. 94,
Mass.
1
LINWEAVE, 21 Cypress St., Springfield 2, Mass.
MARVELLUM Co., 29 Appleton St., Holyoke, Mass.
1
MEAD Papers, Inc., 118 W. First St., Dayton 2, Ohio
1
MIAMI Valley Coated Paper Co., Oxford Rd., Frank-
lin, Ohio
1
NEENAH Paper Co., Neenah, Wis.
3 4
NORTHWEST Paper Co., Cloquet, Minn.
1
OTTEN Bros. Co., 7356 Richmond St., Detroit 11, Mich.
1 2 3 4 6 7 8
PARSONS Paper Co., Holyoke, Mass.
2 3 4
PENINSULAR Paper Co., Ypsilanti, Mich.

1 2 3 4 5 6 7 8
PERFECT Safety Paper Co., 299 Kingsland Road, Nut-
ley 10, N. J.
RIEGLER Paper Corp., 342 Madison Ave., New York 17,
N. Y.
★RISING Paper Co., Park St., Housatonic, Mass.
2
SIMPSON Paper Company, P.O. Box 1008, Everett, Wash.
5
SORG Paper Company, Middletown, Ohio
2 3 4 5
STANDARD Paper Mfg. Co., Box 1554, Richmond, Va.
STRATHMORE Paper Co., West Springfield, Mass.
4
TILESTON & Hollingsworth Co., 211 Congress St., Bos-
ton 10, Mass.
5
★UNION Bag-Camp Paper Corp., Franklin, Va.
1
VALLEY Paper Co., Holyoke, Mass.
3
WARREN, S. D., Co., 89 Broad St., Boston 1, Mass.
WATERVLIET Paper Co., Watervliet, Mich.
1
WAUSAU Paper Mills, 111 Washington St., Chicago, Ill.
5
★WEST Virginia Pulp & Paper Co., 230 Park Ave., New
York 17, N.Y.
5
★WESTON, Byron, Company, Main St., Dalton, Mass.
2 3 4
WHEELWRIGHT Papers, Inc., Leominster, Mass.
1
WHITING Paper Co., Holyoke, Mass.
2 3 4 6

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ACE Carbon Paper Co., 413 Summer St., Boston 18
AMERICAN Carbon Paper Mfg. Co., Ennis, Texas
AMERICAN Register Co., 565 W. Washington, Chicago 6
★FRYE Mfg. Co., 2531 Dean Ave., Des Moines 4, Iowa
GENERAL Manifold & Printing Company, Franklin, Pa.
KEE Lox Mfg. Co., Rochester 1, N.Y.
LEFDALL Products Mfg. Co., Milltown, N. J.
MITTAG & Volger, Inc., 76 Park, Park Ridge, N.J.
PEERLESS Key-Imperial Mfg. Co., 401 Mulberry St.,
Newark, N. J.
★PORT Huron Sulphite & Paper Co., Port Huron, Mich.

**PORT HURON
SULPHITE &
PAPER CO.**

PORT HURON,
MICHIGAN

REMINGTON-Rand, 315 Fourth Ave., New York
STAFFORD, S. S., 609 Washington St., New York
STORMS, H. M. Co., 561 Grand St., Brooklyn, N.Y.
UNDERWOOD Corp., 1 Park Ave., New York 16, N.Y.

CARBONLESS COPYING PAPER

★NATIONAL Cash Register Co., Main & K, Dayton 9, O.

CELLOPHANE

1 Bags
2 Cord
3 Envelopes
4 Ribbon
5 Twine
1 2 3 4 5
AMES Bag Co., 7009 Euclid Ave., Cleveland, Ohio
DANIELS Mfg. Co., 114 W. Kemp St., Rhinelander, Wis.
DOBECKMUN Co., P.O. Box 6417, Cleveland 1, Ohio
1
★NASHUA Corporation, Nashua, N. H.
★UNITED States Envelope Co., 21 Cypress St., Spring-
field 2, Mass.

CLOTH-LINED PAPER

★GUMMED Products Div. of St. Regis Paper Co., 412 S.
Union St., Troy, Ohio
HOLLISTON Mills, Inc., Lenox St., Norwood, Mass.
★MID-States Gummed Paper Co., Div. Minnesota Mining
& Mfg. Co., 6850 S. Harlem Ave., Bedford Park, Ill.
★NASHUA Corporation, 44 Franklin St., Nashua, N. H.
REXFORD Paper Co., 3100 W. Mill Rd., Milwaukee 9,

COVER PAPERS

1 Acetate Film Surface
2 Coated
3 Decorative
4 Duplex
5 Embossed Finish
6 Pyroxylin Coated
7 Rag Content
8 Sulphite
9 Velour One Side
1 2 3 4 5 6 7 8 9
ALBEMARLE Paper Mfg. Co., Richmond, Va.

1 2 3 4 5 6 7 8 9
ALLIED Paper Corp., 1608 Lake St., Kalamazoo 99, Mich.
7
AMERICAN Writing Paper Corp., 10 Eagle A Ave.,
Holyoke, Mass.
3 5 8
APPLETON Coated Paper Co., Appleton, Wis.
2
ARTCOTE Papers, Inc., 390 Coit St., Irvington 11, N. J.
★BECKETT Paper Co., Hamilton, Ohio
5 7 8
BEVERIDGE Paper Co., Indianapolis, Ind.
2 3 4 5 6
CANTINE, Martin Co., Saugerties 1, N.Y.
CELLUSUEDE Products, Inc., 500 N. Madison St., Rock-
ford, Ill.
CENTRAL Paper Co., Inc., Div. S. D. Warren Co., 2400
Lake Shore Drive, Muskegon, Mich.
CHAMPION Paper & Fibre Co., Hamilton, Ohio
2 3 4 5 6
CHEMICAL Paper Mfg. Co., P.O. Box 987, Holyoke, Mass.
3 4 5 8
COLLINS, A. M., Mfg. Co., 226 W. Columbia Ave.,
Philadelphia 22, Pa.
3 4 5
CROCKER-Burbank Paper, Inc., 545 Westminster St.,
Fitchburg, Mass.
2
CURTIS Paper Co., Newark, Del.
7 8
DENNISON Mfg. Co., Framingham, Mass.
1
DOBECKMUN Co., P.O. Box 6417, Cleveland 1, Ohio
★EASTERN Fine Paper & Pulp Div., Standard Packaging
Corp., Bangor, Me.
5 8
EASTMAN Kodak, 343 State, Rochester 4, N.Y.
1
★GILBERT Paper Co., Menasha, Wis.
7
★HAMILTON Paper Co., Miquon, Montgomery County,
Pa.
7 8
★HAMMERMILL Paper Co., 1450 E. Lake Rd., Erie, Pa.
4 5
HAMPDEN Glazed Paper & Card Co., Holyoke, Mass.
3
HAWTHORNE Paper Co., Kings Highway, Kalamazoo,
Mich.
4 5 7 8
HOLYOKE Card & Paper Co., Fiske Ave., Springfield
7, Mass.
2 3 4 5
INTERNATIONAL Paper Co., 230 E. 42nd St., New York
17, N.Y.
2 5
KNOWLTON Brothers, 213 Factory St., Watertown, N.Y.
7
LEE Paper Co., Vicksburg, Mich.
8
LINTON Bros. & Co., Inc., Box 460, Fitchburg, Mass.
5
LINWEAVE, 21 Cypress St., Springfield 2, Mass.
7 8
LUDLOW Papers, Inc., P.O. Box 135, Needham Hts. 94,
Mass.
2 3
MARVELLUM Co., Appleton St., Holyoke, Mass.
2 3 4 5
MEAD Papers, Inc., 118 W. First St., Dayton 2, Ohio
2 3 4 5
MIAMI Valley Coated Paper Co., Oxford Rd., Franklin,
Ohio
2 5
MILLER Paper Co., 80 Wooster St., New York 12
2
MOHAWK Paper Mills, Inc., 465 S. Saratoga St., Cohoes,
N.Y.
2 3 5 8
★NASHUA Corp., 44 Franklin St., Nashua, N. H.
2 3 5 9
★NEW YORK & Pennsylvania Co., 425 Park Ave., New
York 17, N.Y.
NORTHWEST Paper Co., Cloquet, Minn.
1
OXFORD Paper Co., 230 Park Ave., New York 17
2
PAPER Corp. of America, 350 Fifth Ave., New York
2 3 4 5 6 7 8
PENINSULAR Paper Co., Ypsilanti, Mich.
8
PLASTIC Coating Corp., 38 Winter, Holyoke, Mass.
3
REX Paper Co., Kalamazoo, Mich.
2
RIEGLER Paper Corp., 260 Madison Ave., New York
2 3 4 5
ROCHESTER Paper Co., Rochester, Mich.
8
★ST. REGIS Paper Co., 150 E. 42nd St., New York
SORG Paper Company, Middletown, Ohio
2 4 5 7 8
SPRINGFIELD Coated Paper Corp., Camden, N. J.
2 3 4 5 6
STANDARD Paper Mfg. Co., P.O. Box 1554, Richmond,
Va.
7 8
STRATHMORE Paper Co., West Springfield, Mass.
3 4
TILESTON & Hollingsworth Co., 211 Congress St., Bos-
ton 7, Mass.
8
★UNION Bag-Camp Paper Corp., Franklin, Va.
8

1 2 3 4 5 6 7 8 9
 WARREN, S. D., Co., 89 Broad St., Boston 1, Mass.
 2
 WATERVLIET Paper Co., Watervliet, Mich.
 3
 ★WESTON, Byron Co., Main St., Dalton, Mass.
 7
 WHEELWRIGHT Papers, Inc., Leominster, Mass.
 3 4 5 6 7 8 9
 WHITING, George A., Paper Co., Menasha, Wis.
 5
 WYOMISSING Paper Products Div., Reading, Pa.
 2 3 5

D

DECALCOMANIA

DENNISON Mfg. Co., 300 Howard St., Framingham, Mass.
 FOX River Paper Corp., 401 S. Appleton, Appleton, Wis.
 ★INTERNATIONAL Paper Co., 230 E. 42nd St., New York
 LUDLOW Papers, Inc., P.O. Box 135, Needham Hts. 94, Mass.
 ★NASHUA Corporation, 44 Franklin St., Nashua, N. H.
 ★NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10, Ill.
 ROSCO Laboratories, 367 Hudson Ave., Brooklyn 1

DIE WIPERS

CENTRAL Paper Co., Inc., Div. S. D. Warren Co., 2400 Lake Shore Drive, Muskegon, Mich.
 SORG Paper Co., Middletown, Ohio

DUPPLICATOR

1 Master Copy
 2 Rag Content
 3 Sulphite
 1 2 3
 AIGNER, G. J. Co., 426 S. Clinton St., Chicago 7
 3
 ALLIED Paper Corp., 1608 Lake St., Kalamazoo, Mich.
 3
 APPLETON Coated Paper Co., Appleton, Wis.
 3
 BADGER Paper Mills, Inc., Peshtigo, Wis.
 3
 BERGSTROM Paper Co., Hwy. 41, Neenah, Wis.
 3
 CROCKER Burbank Paper, Fitchburg, Mass.
 1
 ★DAVIDSON Corp., 29 Ryerson St., Brooklyn 5
 1
 DITTO, Inc., 6800 McCormick Rd., Chicago 45
 1 2 3
 ★EASTERN Fine Paper & Pulp Div., Standard Packaging Corp., Bangor, Me.
 3
 FINCH, Pruyn & Co., Inc., Glen Falls, N. Y.
 3
 FOX River Paper Corp., 401 S. Appleton St., Appleton, Wis.
 1 2
 ★FRASER Paper, Ltd., 420 Lexington Ave., New York, N.Y.
 3
 GLATFELTER, P. H., Co., Spring Grove, Pa.
 3
 ★HAMMERMILL Paper Co., 1450 E. Lake Rd., Erie, Pa.
 3
 HAWTHORNE Paper Co., Kings Highway, Kalamazoo, Mich.
 1 2 3
 HOLLINGSWORTH & Whitney, Div., Scott Paper Co., Front & Market Sts., Chester, Pa.
 3
 ★INTERNATIONAL Paper Co., 230 East 42nd St., New York 17, N.Y.
 1
 KIMBERLY-Clark Corp., Neenah, Wis.
 1
 MEAD Papers, Inc., 118 W. First St., Dayton 2, Ohio
 1
 MIAMI Valley Coated Paper Co., Franklin, Ohio
 3
 MOHAWK Paper Mills, Inc., 465 S. Saratoga St., Cohoes, N.Y.
 3
 NEKOOSA-Edwards Paper Co., Port Edwards, Wis.
 1
 NORTHWEST Paper Co., Cloquet, Minn.
 3
 PAPER Corp. of America, 350 Fifth Ave., New York
 3
 PATERSON Parchment Paper Co., Bristol, Pa.
 3
 RHINELANDER Paper Co., Rhinelander, Wis.
 1
 RIVERSIDE Paper Corp., Appleton, Wis.
 3
 SIMPSON Paper Co., P.O. Box 1008, Everett, Wash.
 3
 SORG Paper Co., Middletown, Ohio
 3
 STANDARD Duplicating Machines Corp., 1935 Parkway, Everett, Mass.
 1
 STANDARD Paper Mfg. Co., P.O. Box 1554, Richmond 12, Va.
 3
 WAUSAU Paper Mills, 111 W. Washington St., Chicago, Ill.
 3
 ★WESTON, Byron Co., Main St., Dalton, Mass.
 2

E

ENVELOPE MANUFACTURERS

AMERICAN Envelope Co., Inc., West Carrollton, Ohio
 AMERICAN Paper Goods Co., Kensington, Conn.
 AVRICK & Co., 211 Centre St., New York 13, N.Y.
 BOURKE-Rice Envelope Co., 522 S. Clinton, Chicago 7
 CONTINENTAL Can Co., 10 Main St., Kensington, Conn.
 CUPPLES-Hesse Corp., 4175 Kings Highway, St. Louis
 CURTIS 1000, Inc., St. Paul, Minn.
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 KENT Paper Co., 159 Varick St., New York, N.Y.
 LINWEAVE, 21 Cypress St., Springfield, Mass.
 MILLS Envelope Co., 2403 N. Oakley Ave., Chicago 47
 NORTHERN States Envelope Co., Inc., 300 E. Fourth St., St. Paul 1, Minn.
 OLD Colony Envelope Co., 94 N. Elm, Westfield, Mass.
 OUTLOOK Envelope Co., 1001 W. Washington Blvd., Chicago, Ill.
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 WESTERN Paper Goods Co., 1224 W. 8th St., Cincinnati 3
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 WHITING Paper Co., Holyoke, Mass.

F

FLAMEPROOF

CENTRAL Paper Co., Inc., Div. S. D. Warren Co., 2400 Lake Shore Dr., Muskegon, Mich.
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 SORG Paper Co., Middletown, Ohio

FLUORESCENT PAPERS

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 LINWEAVE, 21 Cypress St., Springfield 2, Mass.
 MARVELLUM Co., 28 Appleton St., Holyoke, Mass.
 RADIANT Color Co., 830 Isabella St., Oakland 7, Calif.
 RIEGEL Paper Corp., 260 Madison Ave., New York 17
 ★RISING Paper Co., Park St., Housatonic, Mass.
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 STANDARD Paper Mfg. Co., Box 1554, Richmond 12, Va.

G

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 GLASSINE Paper Co., Conshohocken, Pa.
 GUMMED Tape & Devices Co., 1069-71 Rodgers Ave., Brooklyn 26, New York
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 RIEGEL Paper Corp., 260 Madison Ave., New York 17
 WESTFIELD River Paper Co., Inc., Russell, Mass.
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(See Book, Uncoated)

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 CORKPAK Co., Inc., The, 70 Argyle Ave., New Rochelle, N.Y.
 DENNISON Mfg. Co., 300 Howard St., Framingham, Mass.
 ★GUMMED Products Div. of St. Regis Paper Co., 412 S. Union St., Troy, Ohio
 GUMMED Tape & Devices Co., 1069-71 Rogers Ave., Brooklyn 26, N.Y.
 LUDLOW Papers Inc., Box 135, Needham Hts. 94, Mass.
 ★MID-States Gunned Paper Div., Minnesota Mining & Mfg. Co., 6850 S. Harlem Ave., Bedford Park, Ill.
 ★NASHUA Corp., 44 Franklin St., Nashua, N. H.
 ★PAPER Manufacturers Co., 9800 Bustleton Ave., Philadelphia 15, Pa.

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 ★GUMMED Products Div. of St. Regis Paper Co., 412 S. Union St., Troy, Ohio
 LUDLOW Papers, Inc., P.O. Box 135, Needham Hts. 94, Mass.
 ★MID-States Gunned Paper Co., Div. Minnesota Mining & Mfg. Co., 6850 S. Harlem Ave., Bedford Park, Ill.
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 PAPER Manufacturers Co., 9800 Bustleton Ave., Philadelphia 15
 RELIABLE Paper Co., 215 Institute Pl., Chicago 10, Ill.
 ST. REGIS Paper Co., 150 E. 42nd St., New York

H

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 MEAD Papers, Inc., 118 W. First St., Dayton 2, Ohio
 ★MID-States Gunned Paper Co., Div. Minnesota Mining & Mfg. Co., 6850 S. Harlem Ave., Bedford Park, Ill.
 ★NASHUA Corp., 44 Franklin St., Nashua, N. H.
 PAPER Manufacturers Co., 9800 Bustleton Ave., Philadelphia 15
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L

LEDGERS (See Bonds and Ledgers)

M

MANIFOLDS AND ONION SKINS (THIN PAPER) (See Bonds and Ledgers)

MANILA (See Book, Uncoated)

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 CENTRAL Paper Co., Inc., Div. S. D. Warren Co., 2400 Lake Shore Dr., Muskegon, Mich.
 COCHRAN Foil Corp., Subsid. of Anaconda Co., 1430 S. 13th St., Louisville 10, Ky.
 ★GUMMED Products Div. of St. Regis Paper Co., 412 S. Union St., Troy, Ohio
 HAMPDEN Glazed Paper & Card Co., Holyoke, Mass.
 JOHNSTON Tin Foil & Metal Co., The, St. Louis, Mo.
 KIMBERLY-Clark Corp., Neenah, Wis.
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 REYNOLDS Metals Co., Richmond, Va.
 RIEGEL Paper Corp., 260 Madison Ave., New York 17
 ★ST. REGIS Paper Co., 150 E. 42nd St., New York
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MIMEOGRAPH

(See Bond and Ledgers)

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N

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 WHITEFORD Paper Co., Inc., 420 Lexington Ave., New York 17, N.Y.
 WRIGHT Co., 444 Madison Ave., New York

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 CHEMICAL Paper Mfg. Corp., P.O. Box 987, Holyoke, Mass.
 CHILLICOTHE Paper Co., Chillicothe, Ohio
 CROCKER Burbank Paper, Fitchburg, Mass.
 EASTERN Fine Paper & Pulp Div., Standard-Packaging Corp., Bangor, Me.
 FITCHBURG Paper Co., 642 River St., Fitchburg, Mass.
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 ★GILBERT Paper Co., Menasha, Wis.
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 ★WESTON, Byron Co., Main St., Dalton, Mass.

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 CHEMICAL Paper Mfg. Corp., P.O. Box 987, Holyoke, Mass.
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 PAPER Corporation of America, 350 Fifth Ave., New York 1, N.Y.
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P**PARCHMENT**

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 STRATHMORE Paper Co., West Springfield, Mass.
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 CRANE & Co., Dalton, Mass.
 ★EASTERN Fine Paper & Pulp Div., Standard Packaging Corp., Bangor, Maine
 ★FRASER Paper Ltd., 420 Lexington Ave., New York
 ★GILBERT Paper Co., Menasha, Wis.
 GURNEY Security Paper Co., 68 Washington St., Brooklyn 1, N.Y.
 GUMMED Tape & Devices Co., 1069-71 Rogers Ave., Brooklyn 26, N.Y.
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 HOLLINGSWORTH & Whitney Co., Div. of Scott Paper Co., Front & Market Sts., Chester, Pa.
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 RIEGEL Paper Corp., 260 Madison Ave., New York 17
 SORG Paper Company, Middletown, Ohio

U**UNION WATERMARKED**

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 ★CONSOLIDATED Water Power & Paper Co., Wisconsin Rapids, Wis.
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 HOPPER Paper Co., Taylorville, Ill.
 MOHAWK Paper Mills, Inc., 465 E. Saratoga St., Cohoes, N.Y.
 STRATHMORE Paper Co., West Springfield, Mass.

V**VELLUM, WEDDINGS (See Book, Uncoated)****W****WRITINGS (See Bond and Ledger)****ADDRESSES OF LEADING MANUFACTURERS**

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ACCURATE Steel Rule Die Mfrs., 22 W. 21st St., New York 10

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 Indianapolis 4, Ind.—225 N. New Jersey St.
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 Dallas 1, Tex.—604 S. Akard St.
 Los Angeles 15, Calif.—1314 W. 9th St.
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 San Francisco 2, Cal.—360 Golden Gate Ave.

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AMERICAN Writing Paper Corp., 10 Eagle A Ave., Holyoke, Mass.

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San Francisco, Calif.—420 Market St.

BURNISHINE Products Co., 8140 Ridgeway Ave., Skokie, Ill.

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CANTINE, Martin Co., Saugerties, New York

CAPROCK Developments, 165 Broadway, New York 6

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★CHALMERS Chemical Company, 123 Chestnut St., Newark 5, N.J.

★CHAMPION Paper & Fibre Co., Hamilton, Ohio—Mills also at Canton, N. C., and Houston, Tex.

Branch Sales Offices:
Atlanta 3, Ga.—1406 First National Bank Bldg.
Boston 10, Mass.—201 Devonshire St.
Chicago 2, Ill.—1437 Conway Bldg.
Cincinnati 2, Ohio—1406 Enquirer Bldg.
Cleveland 13, Ohio—1511 Terminal Tower
New York 17, N.Y.—238 Park Ave.
Philadelphia 6, Pa.—370 Drexel Bldg.
St. Louis 1, Mo.—1806 Arcade Bldg.

★CHAMPLAIN Co., Harrison Ave., Roseland, N.J.

Branch:
Chicago 46, Ill.—7356 N. Cicero Ave.

★CHANDLER & Price, 6000 Carnegie Ave., Cleveland, Ohio

CHEMCO Photoproducts Co., 230 W. 41st St., New York 18, N.Y.

CHEMICAL Paper Mfg. Corp., 280 Broadway, Holyoke, Mass.

★CHESHIRE, Inc., 1644 N. Honore St., Chicago 22

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CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago 32

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Los Angeles 17, Calif.—400 St. Paul Ave.

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★COLWELL Litho Products, Inc., 402 Chicago Ave., Minneapolis 15, Minn.

CONSOLIDATED International Equipment & Supply Co., 1030 W. Chicago Ave., Chicago 22

★CONSOLIDATED Water Power & Paper Co., Wisconsin Rapids, Wis.

Sales Office:
Chicago 3, Ill.—135 S. LaSalle St.

★COTTON Fiber Manufacturers, 122 E. 42nd, New York

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New York City—800 Second Ave.

COUNTER & Control Corp., 4503 W. Brown Deer Road, Milwaukee 18, Wis.

★COWAN Pressroom Products, Inc., 1651 Cosmo, Hollywood 28, Calif.

CRAFTINT Mfg. Co., 1615 Collamar Ave., Cleveland 10, Ohio

CRAFTSMAN Line-Up Table Corp., 49-59 River St., Waltham 54, Mass.

Branch:
Chicago 5, Ill.—120 W. Polk St.

CRAFTSMEN Machinery Co., 75 W. Dedham, Boston 10

CROCKER, Burbank Papers, Inc., 545 Westminster St., Fitchburg, Mass.

★CROMWELL Paper Products, 4801 S. Whipple St., Chicago, Illinois

Branch:
Trenton, N.J.—1000 Nottingham Way

CROWN-Zellerbach, 36 S. Wabash Ave., Chicago 3, Ill.

CURTIS Paper Co., Newark, Del.

CUTLER-Hammer Mfg. Co., 315 N. 12th St., Milwaukee, Wis.

★DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5, N.Y.

Sales offices in principal cities; consult telephone book.

DAYTON Rubber Co., 2342 W. Riverview Ave., Dayton, Ohio

Branches:
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New York 7, N.Y.—11 Park Place

DENNISON Mfg. Co., 300 Howard St., Framingham, Mass.

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New York 1, N.Y.—220 Fifth Ave.
Philadelphia, Pa.—225 S. 15th St.
San Francisco, Cal.—1642 Russ Bldg.
Toronto, Ont., Canada—302 Bay St.

★DEXTER Co., Div. of Miehle-Goss-Dexter Corp., 2011 W. Hastings St., Chicago 8, Ill.

Branches:
Boston 10—140 Federal St.
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Los Angeles 15—1335 Maple Ave.
San Francisco 3—235 Ninth St.
Dallas, Tex.—724 Young St.

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DITTO, Inc., 6800 McCormick Blvd., Chicago, Ill.

DOBECKMUN Co., 3301 Monroe St., Cleveland 1

DUPONT, E. I., de Nemours and Co., Wilmington 98, Delaware
Branches in all principal cities

DOUTHITT Corp., 680 East Fort St., Detroit, Michigan

DOW Chemical Company, Midland, Michigan
Branches in 17 cities

★DOYLE, J. E., Company, 1224 W. 6th St., Cleveland, Ohio

★DU PONT de Nemours & Co., Inc., Nemours Bldg., Wilmington 98, Del.

★DUTRO, Orville & Son, Inc., 117 W. 9th St., Los Angeles 15, Calif.

★EASTERN Fine Paper & Pulp Div., Standard Packaging Corp., Bangor, Me.

Branches:
Atlanta, Ga.—231 Healey Bldg.
Boston, Mass.—10 High St.
Chicago, Ill.—111 W. Washington St.
Dallas, Tex.—2523 McKinley Ave.
New York, N.Y.—500 Fifth Ave.
Philadelphia, Pa.—100 S. Broad St.

EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.

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San Francisco 11, Calif.—Don Stewart Co., 441 Clay St.
San Francisco 11, Calif.—444 Market St.

FAIRCHILD Camera & Instrument Corp., Fairchild Dr., Plainview, N.Y.

FALCO Corp., 29-05 120th St., Flushing 54, N.Y.

Branch:
Chicago, Ill.—343 S. Dearborn St.

FALULAH Paper Co., Fitchburg, Mass.

FASTENER Corporation, 3700 River Rd., Franklin Park, Ill.

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FELTERS Co., 210 South St., Boston 11, Mass.

FILMOTYPE Corporation, 7500 McCormick Blvd., Skokie, Ill.

FINCH, Pruyn & Co., Glen Falls, N.Y.

FITCHBURG Paper Co., 642 River St., Fitchburg, Mass.

Branches:
Chicago 3, Ill.—11 South LaSalle St.
New York 17, N.Y.—250 Park Ave.

★FLETCHER Paper Co., Alpena, Michigan; 20 N. Wacker Drive, Chicago 6

★FLINT Ink Corp., 2546 Clark Ave., Detroit 9, Mich.
Branches in leading cities.

★FORCE, Wm. A. & Co., Inc., 216 Nichols Ave., Brooklyn 8, N.Y.

Branches:
Chicago 6, Ill.—9 S. Clinton St.

Grimsby, Ont., Canada
Montreal 28, Que.—2165 Clifton Ave.
New York 7, N.Y.—44 Warren Ave.

FOSTER Mfg. Co., 134 N. 13th St., Philadelphia 7

FOX River Paper Corp., 401 S. Appleton St., Appleton, Wis.

Branches:
Los Angeles, Calif.—Murphy & Buist, 124 West 4th St.
New York, N.Y.—350 Madison Ave.

★FRASER Paper Ltd., 420 Lexington Ave., New York 16, N.Y.

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England, London EC4—154 Fiest St.

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★GUMMED Products Div. of St. Regis Paper Co., 412 S. Union St., Troy, Ohio

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Cincinnati 2, Ohio—1740 Union Central Bldg.
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Columbus 15, Ohio—45 South 9th St.
Manoa, Philadelphia, Pa.—1020 Garfield Ave.
New York 7, N.Y.—41 Park Row
St. Louis, Mo.—Paul Brown Bldg.

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★HALOID-Xerox, Inc., 53-219 Haloid St., Rochester 3, N.Y.

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★HANO, Philip Co., Inc., 85 Sargent St., Holyoke, Mass.

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Dayton 17, Ohio—819 Washington St.
Los Angeles 5, Calif.—3156 Wilshire Blvd.
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St. Louis 3, Mo.—2636 Locust St.
San Francisco 3, Calif.—885 Bryant St.
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★HILL Rubber Co., 2728 Elston Ave., Chicago

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- 31** "The Power of Color" is demonstrated in this gay portfolio from Fox River Paper Corp. showing colorful letterheads produced on Fox River Laid paper.
- 32** Chemical dangers are exposed in a reprint from the Anchor Chemical Co. A host of suggestions on how to improve chemical work is also included.
- 33** Want to produce economical black and color printing? Then you'll need the Tirling 41 flat-bed press. Send for a colorful broadside from Tirling describing the press.
- 34** "You save time, money, and ink on any size run with a Baldwin Ink Fountain Agitator" made by Wm. Gegenheimer Co. Send for the free circular today.
- 35** In the market for a saw? Just circle the number and you will receive Bulletin No. 958 showing various models of Hammond Trim-O-Saws. Do it today.
- 36** In the dark about temperature controlled sinks, layout and ink-up tables? Leedal, Inc., offers you its latest catalog, No. 185, showing its full line of processing equipment.
- 37** Some basic facts you should know about gummed paper are given in a series of sheets setting forth "Helpful Hints about Gummed Paper" from Paper Manufacturers Co.
- 38** New Cottrell web feed device brings roll feeding profits to sheet-fed presses and you can find out how it can work for you. Send for Cottrell's brochure today.
- 39** Outstanding point-of-purchase displays and labeling ideas are shown in "101 Stik-Triks" from Kleen-Stik Products and data on "What every label user should know."
- 40** "How to Lithograph Offset Paper" is a booklet from Kimberly-Clark Corp. that every offset printer will rate as a valuable technical tool.
- 41** J. E. Doyle Co. has a wealth of information for you on its Doyle Sheet Cleaner plus reprints of technical articles. A reprint from *The Inland Printer* is included.
- 42** "What Every Businessman Should Know About Paper—Today!" is a new booklet published by the Cotton Fiber Paper Manufacturers. It's full of valuable information.
- 43** Masthead Kit of Hammermill papers is a portfolio of printed headings for business bulletins and reports. It's full of money-making ideas for you.
- 44** Minnesota Mining and Manufacturing Co. has a new brochure on its 3M Brand dampening rollers and sleeves for lithographers. Send for it today.
- 45** Optional features and standard equipment are fully illustrated in this pamphlet describing the Lawson 39-inch heavy-duty automatic clamp cutter.
- 46** Here's a new catalog of Insta-lith inks from Flint Ink Corp. displaying 40 colors on coated and uncoated papers and balanced color for 3-, 4-color offset processes.
- 47** Lithoplate Division of Harris-Inter-type offers a sheaf of descriptive and instructional sheets on more than a dozen different platemaking chemicals.
- 48** If color separation problems plague you then you'll want Chemco's brochure on its Olympian roll film camera. Circle the number for the free copy. Do it now!
- 49** A-c Webmaster unit type newspaper press drive is explained and illustrated in this brand new booklet from Cutler-Hammer. You can't afford to be without it.
- 50** Here's help for those of you seeking a new job. Two booklets offered by Graphic Arts Employment Service give pros and cons on job changing, using employment agencies.
- 51** "Designed to deliver 25,000 sheets per hour," that's the new ATF Green Hornet 11x17-inch web offset job press. Here's an illustrated booklet with the complete story.
- 52** Here's a book you can't be without. It's on the Doyle infrared dryer from J. E. Doyle Co. Reprints, big pictures, and valuable technical information is included.
- 53** Cochran Foil Corp. has a booklet for you about its foil carton board and a report that tells the complete story on laminating, coating and printing of aluminum foil.
- 54** Brown-Bridge Mills, Inc. has new sample book for you showing its complete line of white, colored "Flat-As-A-Pancake" gummed labels and a new gummed paper idea book.
- 55** "Imprinting problems vanish when you've got the Multipress on your side." Send for booklets and complete data on Models FM and FS Multipress by B. Verner Co.
- 56** "How to increase printing business through envelopes," and "The V-flap story" are two booklets from U.S. Envelope Co. They're a must for any progressive printer.
- 57** The ATF Typesetter is a significant development in graphic arts and here is a 12-page booklet from ATF on it. You'll find a wealth of data in this booklet.
- 58** There's no shortage of cover design ideas in this brochure available from Hammermill Paper Co. It's full of ideas for you and your customers. Send for it now.
- 59** Roll carbon paper users will need this calculator from Frye Mfg. Co. that shows exact footage required for an order. Data on stock processed carbon is also included.
- 60** A survey of actual tape applications in the graphic arts is offered by Minnesota Mining and Manufacturing Co. on a booklet on Scotch Brand pressure-sensitive tapes.
- 61** "Profitable letterpress printing" can be yours with the Sterling toggle hook and base system. It's explained and illustrated in this booklet from Printing Machinery Co.
- 62** Don't read this unless you want to boost your profits! If you do, send for this new brochure from Harris-Saybold on its full hydraulic cutters.
- 63** "You'll see the summit" when you see the samples of Pinnacle Offset paper from West Virginia Pulp and Paper Co. Send for a wealth of material on this product.
- 64** Stop the presses!! This is headline material. It's the new catalog from Hamilton Tool Co. on its rotary web printing presses. Don't pass up this opportunity. Send for it now.
- 65** "Humidification in the Printing Industry" is a booklet from Bahnson Co. You'll need it for your own protection. Send for it and the new Bahnson catalog.
- 66** A handy Vulcan blanket guide can be yours from Reeves Bros. just for the asking. It attaches to walls, desks, presses. Gives you information on inks, offset presses, etc.
- 67** Pump problems pestering you? If so, you'll want this data from Gast Mfg. Co. on its integral motor vacuum pumps and rotary oil-less air pumps.
- 68** "Looking for the thrifty way to cut down pressroom costs?" Then cash in on the time-tested methods in this brochure from American Roller Co.
- 69** Ludlow's Brightype method converts any combination of letterpress material to photographic images for use by any process, send for the free booklet today.
- 70** General Research and Supply Co. is offering a wealth of information on its cylinder presses, screen process presses, and dyers. A general data book, too.
- 71** Robertson Photo-mechanix will be happy to send you its new catalog of camera and platemaking equipment. Many of the products have never been shown before.
- 72** For tough washup problems in the pressroom and composing room, the Chalmers Chemical Co. recommends its Phenoid type cleaner and has two pamphlets telling why.
- 73** "WPM Color Printing Units" is a colorful, illustrated folder from Western Printing Machinery Co. that tells you how to save by cutting press running time in half.
- 74** "Static Can Be Fun!" That's right. Try it yourself with this unique do-it-yourself static experiment kit from Simco Co. that also shows the gamut of Simco products for static.

AFFIX
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The Inland and American Printer and Lithographer

79 West Monroe Street

Chicago 3, Illinois



Gift liquor carton printed five colors and varnish on laminated foil, has automatic bottom, lock top, and special removable identification tag made as an integral part of the carton. Kleerwrap Inc., Mundelein, Ill., for Hiram Walker, Inc.



Four colors are used to print on paraffin protected carton. Ends are sealed with heavy application of hot melt plastic adhesive which holds in moisture, keeps out air. Gaylord Container Corp., Div. of Crown Zellerbach Corp., St. Louis, for Luigi's Pizza Frozen Foods.



Reproduction of delicate shades and tones (printed five colors) is in perfect register on carton of Bleached Kraft with Filled Kraft Back. Gaylord Container Corp., Div. of Crown Zellerbach Corp., St. Louis, for Atlas Brewing Co.

Award

Winning Packages...

PRINTED ON Champlain PRESSES

From among 8800 folding cartons submitted in the 1958 Carton Competition of the Folding Paper Box Association of America, 100 were singled out as the best of the year. In the Gravure Competition, these cartons won three of the top awards. Each was printed on a Champlain Press.

These are examples of the performance that the industry has come to expect from Champlain printing equipment. Capable of printing on a variety of materials, from heavy boxboard to lightweight cellophane, Champlain Presses meet the requirements of all types of gravure printing.

To contribute to a product's merchandising appeal "on the shelf," its package must sell its quality. Each of the cartons illustrated is an excellent example of a job well done...and a reason why a performance-proved Champlain installation is your best assurance of top performance.

1196

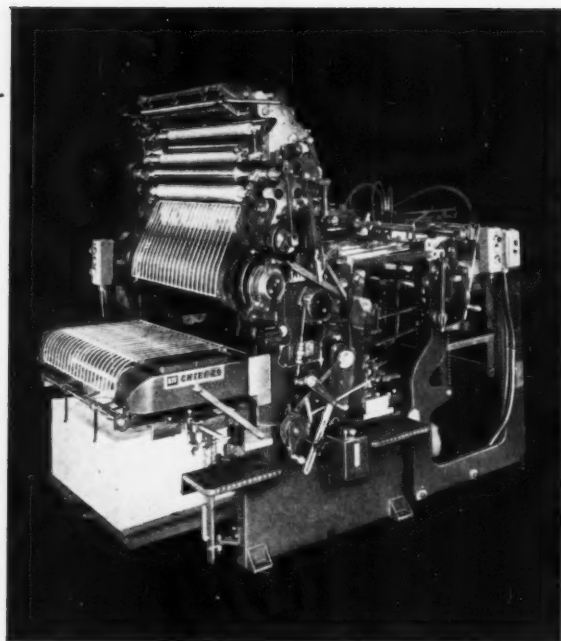


Champlain

Champlain Company, Inc., 88 Llewellyn Avenue, Bloomfield, N.J.
Chicago Office: 7356 N. Cicero Avenue, Chicago 46, Ill.
In Europe: Bobst-Champlain, Prilly-Lausanne, Switzerland

What! Use a Chief 29 as a PROOF PRESS?

Yes! Changeovers are so fast and printing quality so high on the ATF Chief 29 that many printers use it as the proof press for color jobs run on larger equipment. They know it will give them the best possible printing the plate can turn out—for-proofs or during production runs.



Speedy changeovers on the Chief 29 result from such features as: the double-loading feeder, which is set up without tools; register adjustments made while running; ink and dampener rollers which can be removed and replaced without losing settings; and the quoin-style quick lock-up clamp for fast plate changes.

Top printing quality is assured by the nineteen roller inking system with dynamically balanced form rollers; an improved dampening system which provides even distribution of the minimum amount of moisture; the simplified three-point register system; and the compact, solid construction of the press.

For higher speeds and longer runs, an ATF Super Chief is the press. Its feeder can be set for either sheet or stream feeding. It handles stock up to .030"; features pull side guides with double register wheels, and a sheet blow-down for delivering sheets at speeds up to 7000 impressions per hour.

And don't overlook the other members of the ATF Chief offset press family. You'll find them at work in all types of plants, turning out top quality jobs.



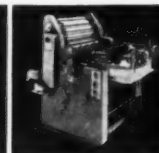
ATF CHIEF 15—a small offset press with design features usually found only in larger presses. Maximum sheet size 11" x 15".



ATF CHIEF 20—ideal for "run of the hook" jobs in general commercial printing. Maximum sheet size 14" x 20".



ATF CHIEF 22—printing area large enough for 8½" x 11" jobs four up. Maximum sheet size 17½" x 22½".



ATF CHIEF 24—handles work up to 9" x 12" four up. Maximum sheet size 17¾" x 24½".



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200 Elmora Avenue, Elizabeth, New Jersey

Better, more profitable printing...from the most complete line of equipment.



You, too, can get profitable printing business with

U.S.E. V-FLAP® ENVELOPES

There is a definite trend among Printers to equip their shops so that they can compete profitably for printing business that formerly went elsewhere because it was "out of our line."

Take envelopes as an example. Today, many printers are finding it profitable to go after their customers' correspondence and direct mail envelope business with the U.S.E. V-FLAP line. Its excellent printability is shown in this report by Fred W. Hoch Associates, Inc. . . . and in addition, the line offers these outstanding advantages for you:

Quality — Bright White Wove of the finest quality with excellent printing surface, superior opacity, full weight.

Corners are uniformly square and flaps lie flat. Every box carries the U.S.E. Guarantee.

Style — Distinctive diagonal seams and *pointed flap* have "The Executive Look" of important mail. Envelopes whisk smoothly through mailing room equipment.

Sizes — #6¼, #6¾, #9 — and #10 Regular and Postage Saver Spot of Gum.

Prices — U.S.E. V-FLAP envelopes are made by new high speed machines directly from rolls of paper, at three times the speed and with one-ninth waste of conventional processes. These savings result in prices that *talk business* for you.

For a free copy of the Hoch Report and sample of U.S.E. V-FLAP envelopes, write today to Advertising and Sales Promotion Department.

U.S.E. helps you



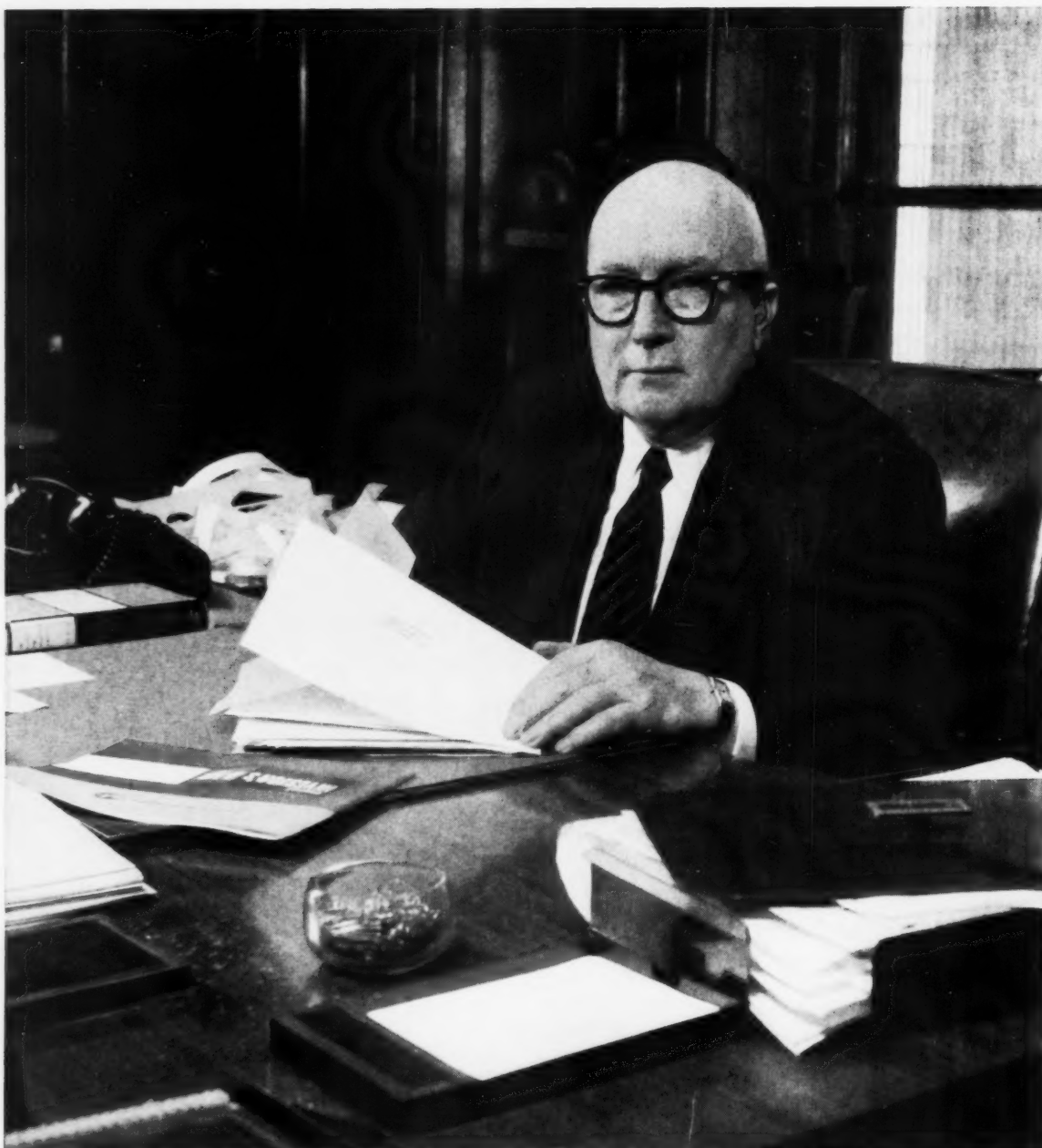
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COMPANY



Springfield 2, Massachusetts
15 Divisions from Coast to Coast



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"It's a real dividend-paying paper"

"We want our letterheads, legal forms and other business documents not only to reflect stability and build prestige; they must be of lasting quality. That's why we feel the unique characteristics of paper made from cotton fiber meet our needs best. We consider cotton fiber paper a sound investment—one that pays substantial dividends in user satisfaction."

Flexible white cotton fibers, crafted by skilled hands and modern machines, create papers

that for generations have been recognized for beauty, strength and permanence. Make sure the papers you use are made with cotton fiber—25% minimum up to 100% in the finest grades... in stocks and bonds, business and social stationery, onion skin, index, ledger, drawing, tracing and blueprint papers.

Send for Free Booklet: "What every Businessman Should Know About Paper—Today!"

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Speed King

BLACKS

IPI Speed King Blacks are newly improved packaged inks, formulated to satisfy nine out of ten press assignments. Although they vary somewhat in characteristics, they all offer these advantages:

1. Split-second setting
2. Ultra-fast drying
3. Improved press stability
4. Less dryback . . . almost as bright when dry as when wet, on coated stock
5. High finish on coated stocks; brilliant finish on enamel, Kromekote, Lusterkote and CIS label papers
6. Print sharp and clean

Call your IPI salesman today for Speed King Packaged Blacks. And remember . . . IPI offers still other specialized blacks for every conceivable printing purpose!

SPEED KING PACKAGED BLACKS

SPEED KING JOB BLACK has a regular job press body and can be left on the press overnight because it contains no drier. Even after long shutdown, it is easily regenerated by the addition of fresh ink. Speed King Job Black sets and dries quickly and is recommended for general shop use on enamel, coated and absorbent stocks.

SPEED KING HALFTONE BLACK contains drier and should not be left on the press overnight. It sets and dries very fast with good gloss on enamel, coated and absorbent stocks, and performs well on some machine coated papers. Recommended for all top-quality letterpress halftone work.

SPEED KING LITHO JET H.T. BLACK is of the highest quality—has excellent fountain flow, resists greasing and prints sharp, clean and dense. Sets extremely fast and dries quickly on coated stock—slightly slower on regular offset. Good rub and scratch resistance.

SPEED KING LITHO GEM BLACK sets extremely fast on coated paper and slightly slower on regular offset stocks—has good working qualities and is excellent for process work. Prints dense with good gloss; contains drier and cannot be left on the press overnight.

IPI, IC and Speed King are trademarks of Interchemical Corporation



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Important, yes! But much more important to the neatness of your correspondence is the paper on which the error must be erased. Rising double-sizes each sheet of

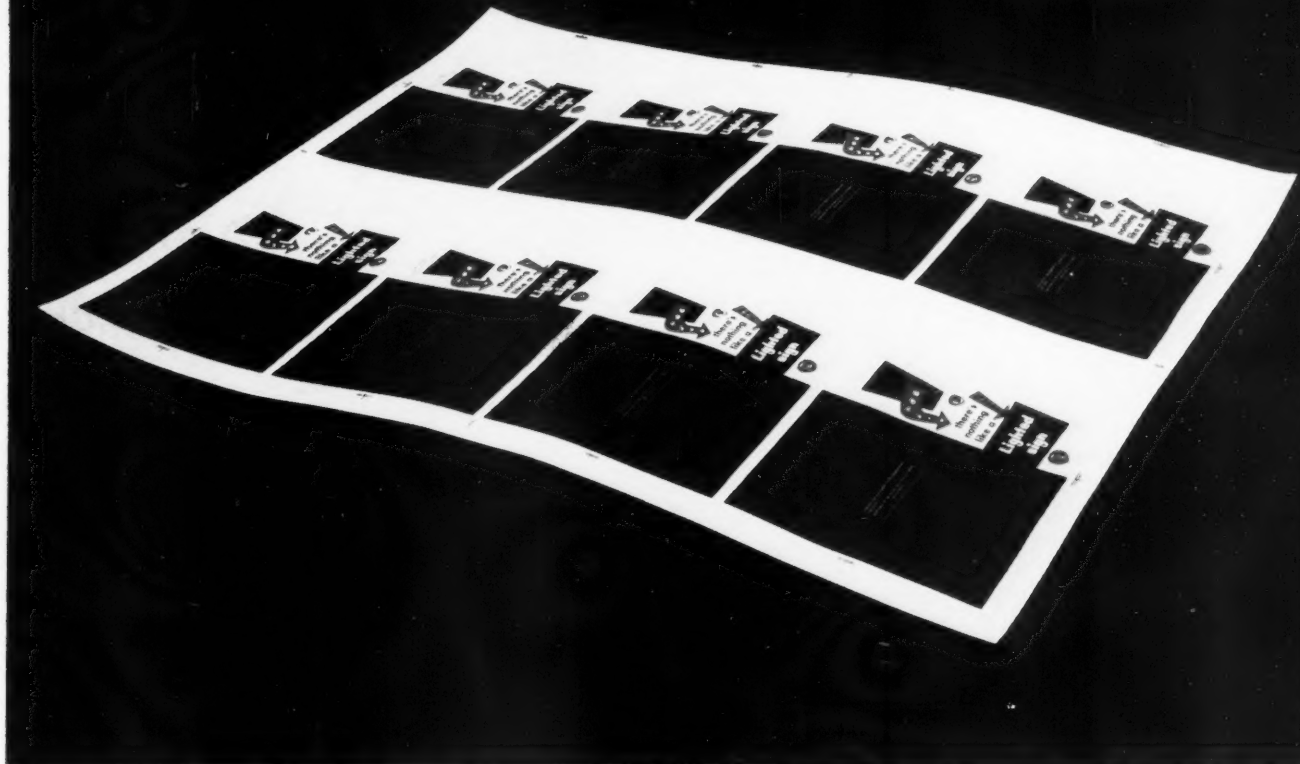
Rising Bond, so errors can be rubbed off without detection, make writing smoother, printing more beautiful on the letterheads that compliment your good taste in paper. There is no equal substitute for the crispness, opacity, durability and printability of a fine cotton fiber bond paper. And, sheet after sheet, Rising Bond is

"Fine Bond Paper at Its Best".



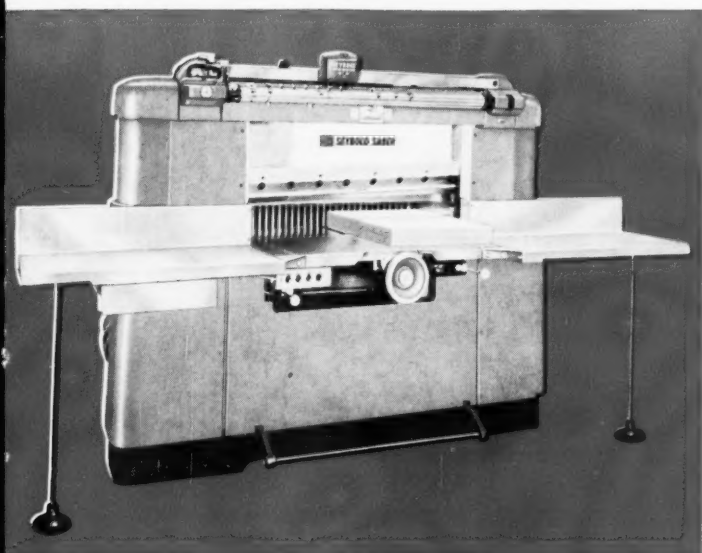
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RISING PARCHMENT (100% CF* BOND) • RISING BOND AND OPAQUE BOND (25% CF) • LINE MARQUE (25% CF WRITING)
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& BRISTOL • WINSTED GLO-BRITE VELLUM, BRISTOL, TEXT & COVER • AND TECHNICAL PAPERS. *COTTON FIBER
RISING PAPER COMPANY, HOUSATONIC, MASSACHUSETTS



Jobs like this DEMAND an ABSOLUTELY SQUARE CUT

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You've invested big money in a printed press sheet by the time it gets to your paper cutter. And you're about to invest more. ONE out-of-square cut can spoil a valuable lift, and cost you plenty. The Saber's absolutely square cut prevents this.

And it contributes to your profit. Folding, scoring, stitching, and perforating equipment run smoother, produce higher quality work, when sheets are accurately cut.

How about letting us demonstrate the *one* cutter that gives an absolutely square cut *every* time . . . the new SEYBOLD SABER. There are a lot of reasons why. One is that Seybold has been setting the standard in paper cutters since 1886.

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A Division of Harris-Intertype Corporation
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■ This curvaceous mademoiselle appears in Consolidated national advertising* . . . calling on buyers of printing to tell them about the savings you offer with Consolidated Enamels.

Take advantage of this legwork by specifying Consolidated Enamel Printing Papers. It's the only way you'll completely cash in on today's big trend to enamel printing papers made on the machine—a trend started by Consolidated's pioneering and promoting of this modern method.

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FREE TRIAL SHEETS are available from your Consolidated Paper Merchant. Compare performance, results and costs with the paper you're now using. See why so many printers quote lower, confidently with Consolidated.

Available only through your Consolidated Paper Merchant

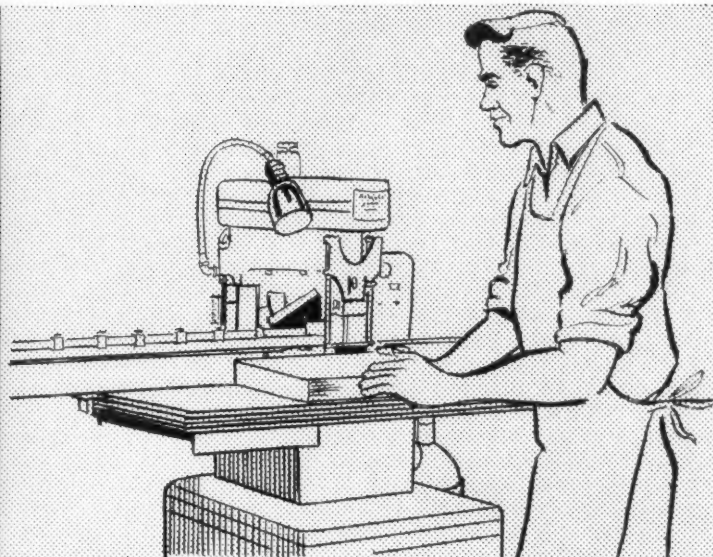
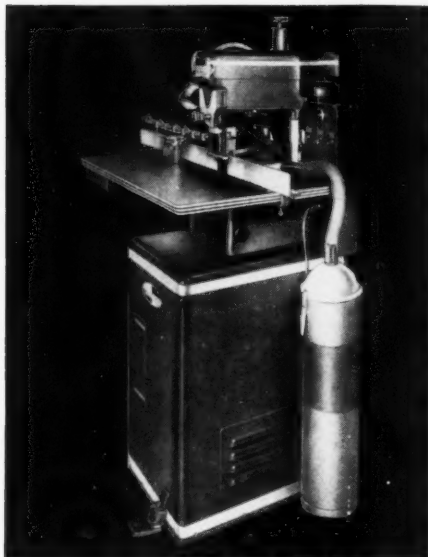


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For December, 1958

STEP UP TO HIGH PRODUCTION PAPER DRILLING



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If your paper drilling needs are getting beyond the limits of your present equipment, consider the profit-making advantages of Challenge E Series Paper Drilling Machines for your operation.

Look At All These Operating Features

For example, the EKH model shown above has a semi-automatic power-operated drilling head that reduces fatigue, increases output on continuous drilling operations . . . drills and slits or v-slots in one operation . . . has vacuum chip disposal . . . handles Kalamazoo and other special cut-outs . . . has automatic trip gage . . . and many other features.

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GET A HANDY BOOKLET

Ask your local Challenge Printing Equipment Dealer for a copy of the handy Challenge Paper Drill booklet that will help you choose the drill best suited to your needs. Or write



PD-106



The CHALLENGE MACHINERY CO.
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Dept. IP-12

☐ Please send me information on Challenge Paper Drills

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Every copy of a magazine is a salesman—it sells *itself* and the *products it advertises*.

These "top salesmen" magazines can be recognized easily; their pages command attention . . . their colors are in perfect register. What's more, the last copy is as smart and crisp as the first.

The top moneymakers put a premium on efficiency. Most likely you will find Hoe equip-

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light in weight, brilliantly opaque and bond strong

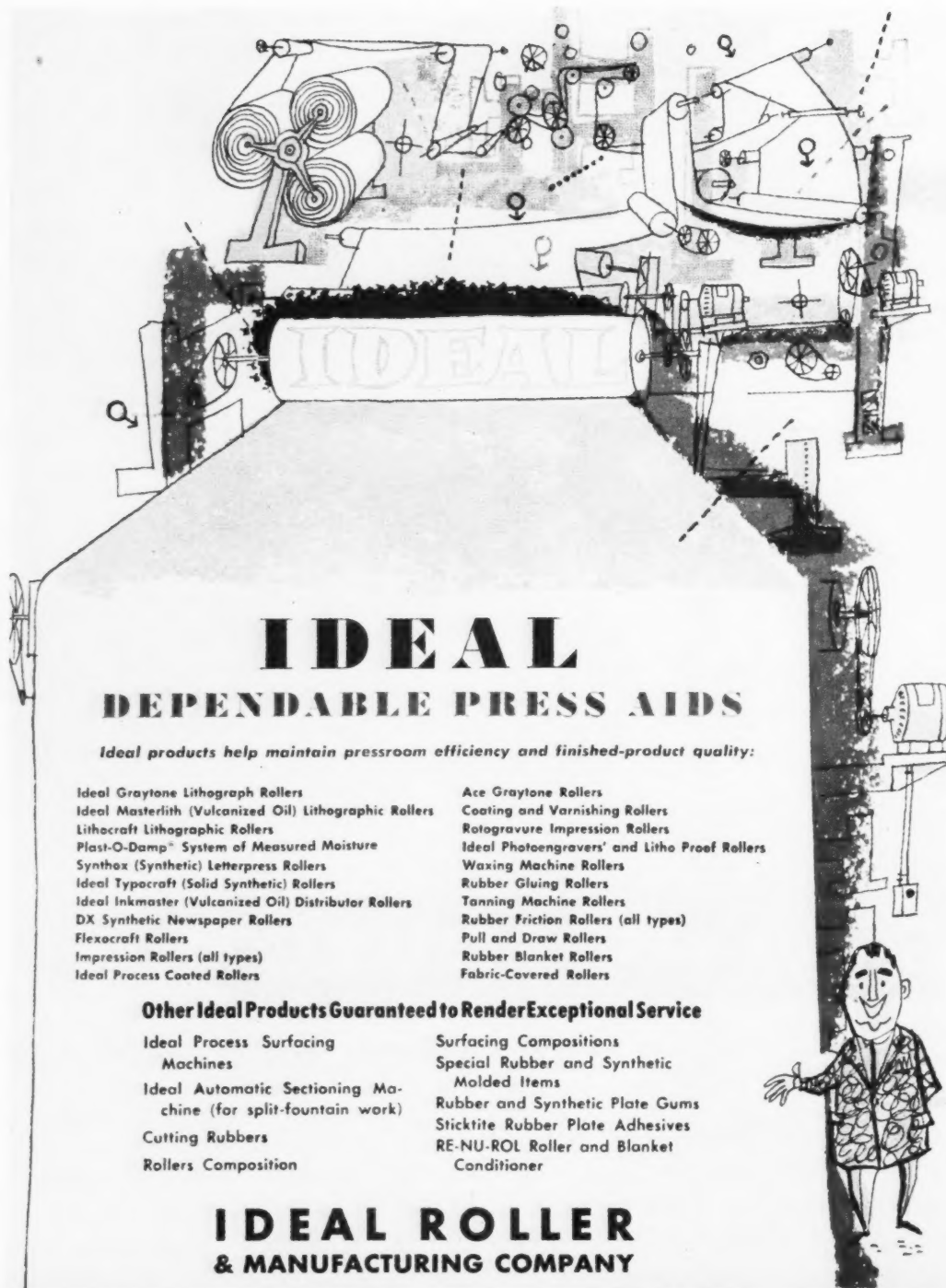
Created twenty-six years ago to meet the printer's quality-with-economy requirements,
today's **Fraopaque** recognizes today's needs. Halftones and type standing out in sharp contrast;
proven production ability and *reduced mailing costs* fulfill your greatest need—a satisfied customer.

Carried in 13, 16, 20 and 24 lb. folio weights in Vellum and English finish.

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Ideal products help maintain pressroom efficiency and finished-product quality:

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Other Ideal Products Guaranteed to Render Exceptional Service

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...of Fine Business Papers

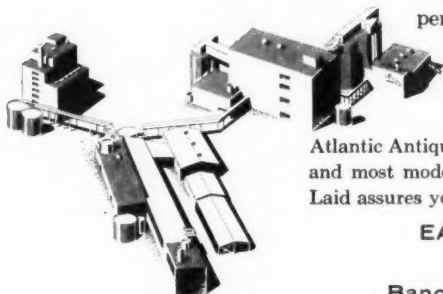
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Genuinely watermarked for better printing impressions.

NEW PULPS • NEW SHADE • NEW PACKAGING

The ALL NEW Atlantic Antique Laid is designed to lend dignity to the printed word. It reflects quality you see and feel, and has built-in stability to give maximum press performance. For letterheads, envelopes and an endless variety of printed pieces. Genuinely Watermarked Atlantic Antique Laid is another masterpiece in papers of quality, distinction and good taste.



Atlantic Antique Laid is a modern business paper, made from fine pulps, in the finest and most modern mill in the industry. Electronically controlled Atlantic Antique Laid assures you uniform quality for today's modern high-speed presses.

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Standard Packaging Corporation

Bangor, Maine • Mills at Brewer and Lincoln, Maine

CURE your labeling BOTTLENECK



with
CHESHIRE
LABELING MACHINES

Surest, easiest way to prevent choke-up in labeling magazines, catalogs, newspapers, tabloids, flyers. **LOW PRICED**, Model C applies pre-addressed labels (roll strip, continuous pack, tape strip) quietly, continuously, accurately positioned at speeds from 5,000 to 15,000 per hour. Equipped with convenient low feeding table, easily adjustable vacuum hopper feed, individual variable-speed conveyor drive, and jam switches for instant control.


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Let us show you
how Cheshire Model C prevents misses, mistakes, bottlenecks.

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Heads available as separate units for various types of Machines not manufactured by Cheshire

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Powerful. Safe for wood, metal, hands.
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In regular and non-flammable form.
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*Haloid Photocopy Papers and Chemicals

*XeroX Copying Equipment

For copying onto offset paper masters, pre-sensitized positive working metal masters, spirit (or other fluid-type) masters, translucent masters, by xerography, the versatile, photo-exact, dry, electrostatic process.

*Reg. U. S. Patent Office **A trademark of HALOID XEROX INC.

Write for complete details specifying product.

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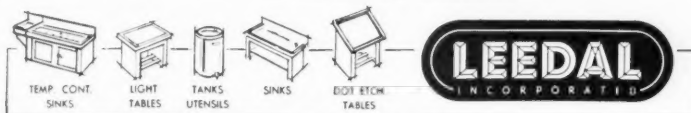
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Quality
features
for Quality
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LEEDAL TEMPERATURE CONTROLLED SINKS

Simply touch a switch and your LEEDAL Temperature Controlled Sink automatically maintains a constant tray temperature ($\pm 1/2^\circ$) to assure PERFECT PROCESSING of color and black and white negatives or positives. The unit heats or cools the water automatically, then re-circulates the tempered water through the sink pan.



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Check these features—then specify LEEDAL:

- Fast Start-Up Time
- Water-Cooled Compressor
- Available with refrigerated cabinet—side wash tray
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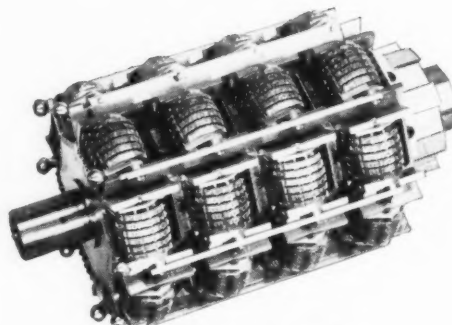
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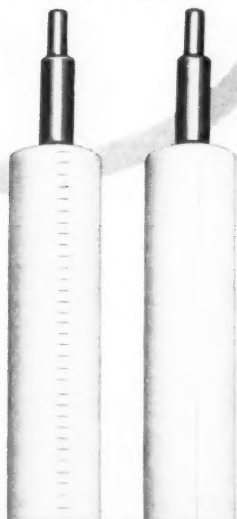
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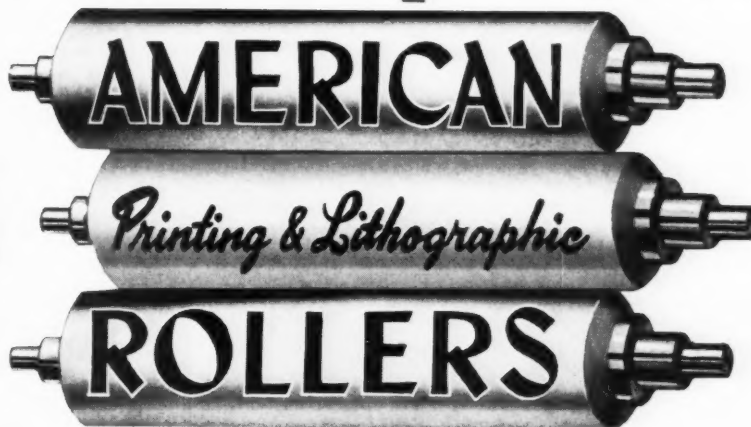
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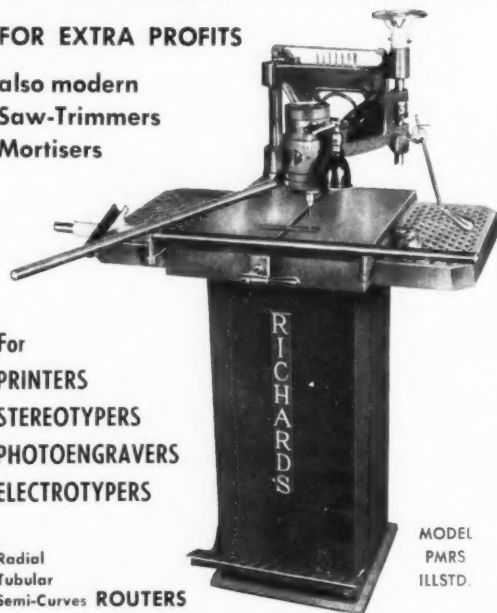
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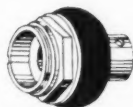
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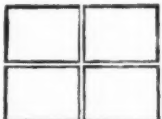
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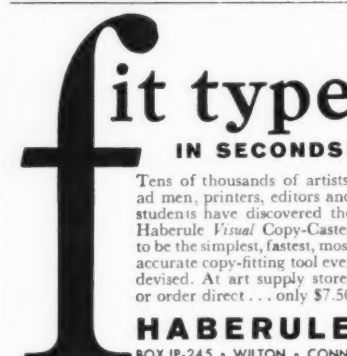


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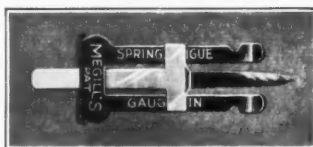
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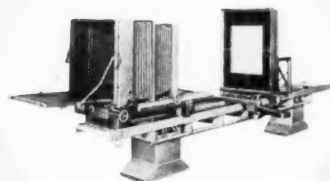
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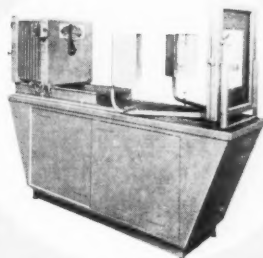
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Chicago 3, Illinois

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THE LAST WORD

BY WAYNE V. HARSHA, EDITOR

★ **THE TWAIN ON TWACK TWENTY-TWO** had nothing on another Twain—Mark, that is—who sunk and lost a vast fortune in the famous, if unsuccessful, Paige Typesetter. Mark Twain is in the news again. The machine, one of many that sought the answer to the problem of mechanical typesetting before Mergenthaler invented his machine, has been placed on permanent loan in the Mark Twain Museum at Hartford, Conn., by the Mergenthaler Linotype Co.

The company is seeking new homes for 11 other historic typesetting machines which have been housed for many years in its Brooklyn plant. It is offering these relics as gifts because its old building on Ryerson St. is coming down.

An offer to take all 11 machines came from the Ford Museum, but Mergenthaler prefers to spread them among different museums, newspaper plants, and various colleges.

★ **PRINTING RESEARCH IN RUSSIA** may not be what it is in the United States, but don't get the impression the graphic arts industry there is sitting on its hands when not busy copying machines invented and built in other countries.

There are three printing research institutes in Russia—two in Moscow and one in Lvov. The two institutes in Moscow—the All-Union Research Institute for Graphic Arts Technology and the Research Institute for Machine Construction—are cooperating with the English PATRA.

The All-Union Research Institute, founded in Moscow 26 years ago, maintains branches in various large printing plants throughout the Soviet Union to provide a liaison between research and practical application. There are more than 180 workers employed at the institute.

The institute's photographic laboratory has a team of 18 engaged in investigating masking techniques, prescreening of films and the provision of contrasty film—material which is said to be equivalent in quality to Kodalith. The results on the use of the contact screen have just been published by the only Russian printing trade magazine (in this country there are about 40, including all the "cats and dogs").

The letterpress technical laboratory is engaged in the application of plastics to type and stereotypes in conjunction with a foundry in Leningrad. Work is also being done on plastic types for long-run jobs.

The testing of paper for web-fed rotary printing is in progress, together with the development of quick-drying inks for rotary printing, and a process for the prevention of offset in color printing.

Experiments are being carried out on the drying of inks by heat, electroplating techniques for all printing processes,

especially bimetallic plates for offset printing. A screen mask (grid) has been successfully developed for color television.

New adhesives are being developed in the bookbinding technical laboratory, and the use of electronic equipment for measuring color density, the elimination of static electricity, and quick-drying inks for gravure and offset printing are under investigation.

Although the Russians may not be very far along with their research work in an effort to improve and speed their printing industry, and recent visits to Russia by American printers indicate as much, it just doesn't behoove any of us to look down our noses at them. They may be moving faster than we think—or know. Competition is good for business—and research.

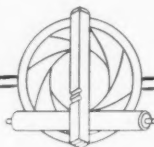
★ **PRINTERS HAVE LONG HAD THE REPUTATION** of being pretty good imbibers of alcoholic beverages, but we never thought anybody would go so far as to conduct a "survey" on the subject. An expert for a large distillery has estimated that printers, lithographers and engravers will give away between \$15-million and \$16-million worth of distilled spirits this holiday season. He neglected to estimate how much more they would buy but would keep for themselves!

"For each of the 33,000-odd [odd, he says] firms in the field, that averages to \$460—or at typical retail prices to about eight cases of imported Canadian whisky," said the expert for the distillery (which shall remain nameless because he isn't one of our advertisers!). Further, he claims, "liquor is the gift no one ever exchanges."

The businesses favoring distilled spirits, so claims the "expert," include the printing trades, trucking companies, paper manufacturers, food wholesalers, general and building contractors, commercial laundries, fuel oil distributors and dealers, building maintenance companies, and garment manufacturers.

Now we have a feeling that the public relations outfit, an internationally-known firm, that sent out the release to the printing trade magazines, sent the same kind of release to trade journals in the other industries listed above, and merely changed the figures to suit his fancy. We are strongly inclined to doubt such estimates and suspect that not even the faint semblance of a survey was ever made. The whole business tends to create favorable publicity for the distillery—what was its name again?

★ **PET PEEVE DEPT.:** The old-timer who sees no reason why three lines of 12-point type shouldn't line up exactly with a 36-point initial.



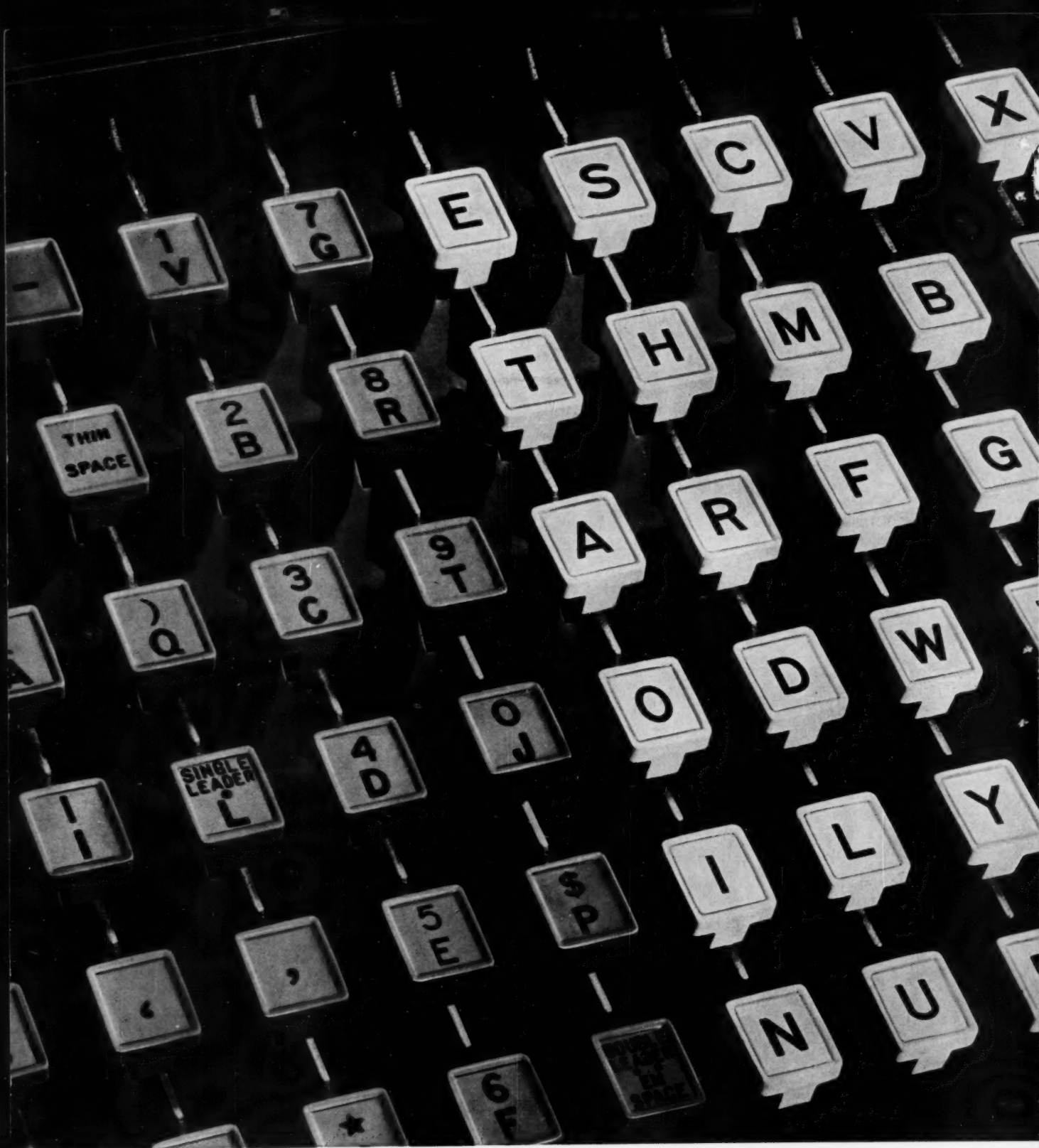
The advertisement is a black and white collage. The top half features a paper mill character with a smiling face, wearing a Santa hat, and a paper house with a chimney and a Christmas tree, all constructed from various types of paper and cardstock. The background is dark with a few stars. The bottom half contains text and the company logo.

Enjoy the full holiday season by putting your presses to bed in time with Cromwell Tympa

Ask your paper merchant for a sample for your press

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CROMWELL PAPER COMPANY
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